CAMP CALIFORNIA®

TOTALLY

AWESOME

STYLE

GUIDE

CAMP CALIFORNIA

WHERE THE SUMMER NEVER ENDS!

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INTRODUCTION

Welcome to CAMP CALIFORNIA®!
Byron, Chairman of the Surf-Board, and his Buds,
Lil' Bro, Kelly, The Surfbirds, and all of the other crazy
dudes and dudettes, will share with you the
Good Vibrations synonymous with the
California lifestyle.

As the Official Mascots of The Beach Boys,
the Camp California characters bring instant
recognition and credibility by capitalizing on thirty
years of The Beach Boys' music history.
Retail sales reflect that the Southern California lifestyle
is one of the most powerful themes in worldwide
consumerism. What better way to capture this
great merchandising opportunity than
with an association with the group that started it all -
The Beach Boys.

Life affirming and socially sensitive,
CAMP CALIFORNIA is a magical combination of
California cool, solid American values and
loveable characters who encourage
'kids to be kids'.

Catch the wave at CAMP CALIFORNIA,
where the summer never ends.

CATCH A WAVE WITH

The Beach Boys™

AND

LANDMARK ENTERTAINMENT AT...

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USAGE/LEGAL
LOGOS

USAGE & APPROVALS

USAGE

We are here to help in any way. The first step is communication. Please let us know if you have questions or problems not addressed within this style guide.

1. We encourage you to directly use the artwork provided herein. Each character has a wealth of camera ready black-and-white artwork included with the non-photo blue PMS color call-outs. In addition, the logo, group shots, etc. are in this same format.

Color has been provided for your reference. However, we understand that different manufacturing techniques require slight color modifications and we are willing to work with you to insure a quality product. Color transparencies are available for color artwork reflected here-in upon request.

2. If you would like artwork created specifically for your product line, we recommend that you utilize our design department. Please provide the following:

- Deadline
- Concept Renderings
- Specs for the artwork (including size, color limitations, printing process)
- Product blanks for sample purposes

With this information, we will be able to realistically assess our ability to aid you in developing unique artwork for your product and to provide you with a cost estimate and estimated completion date.

3. Finally, you can create your own artwork, using this as a guide. Please be sure to utilize the enclosed art approval forms. Note the necessary approval stages, complete these forms and send them in along with all submissions. Please call if you run out and we will supply you with more.

APPROVAL PROCESS

All materials must be approved by Landmark Entertainment Group prior to production or printing. We recommend that you seek approvals at the following stages to save costly changes to final art.

1. For artwork lifted directly from this style guide:
a. Layout and rough copy
b. Final layout, copy
c. Photocopy of mechanical (with background colors called out)

2. For licensee created art and design:
a. Rough art, layout
b. Tight pencils, copy
c. Final art, copy
d. Photocopy of mechanical
e. Proof stages (Chromalin, Colorkey, Match Print)

NOTICE TO LICENSEES: Licensees under contract to Camp California prior to July 18, 1991 must submit materials directly to Camp California, Inc. (701 Santa Monica Blvd., Santa Monica, CA 90401) for such approval.

LEGAL STUFF

1. The Camp California® logos must always be followed by an elevated "®".

2. The Camp California® name in print must be followed by the elevated "®" the first time it is used on each page or surface.

3. For Camp California® the appropriate legal copyright notice is as follows:

©1984 Camp California, Inc.
©(Year of Publication) Landmark Entertainment Group. All Rights Reserved.

4. All publications and printed materials (hang tags, labels, packaging, advertising, catalogs and other) must also contain the trademark legend preceding the copyright notice:

CAMP CALIFORNIA® and associated trademarks are owned and used under license from Camp California, Inc. ©1984 Camp California, Inc. ©(Year of Publication) Landmark Entertainment Group. All Rights Reserved.

5. Your packaging/labeling must make it clear that you are the manufacturer of the product. Therefore, your company name and address must appear and must be in larger type than the copyright notice and legend.

6. Special circumstances and products may require different markings. Be sure to submit all work for approval prior to final artwork (see "Approvals").

NOTICE TO LICENSEE: This style guide is not a contract and nothing contained herein should be taken as constituting an express or implied promise on behalf of either Landmark Entertainment Group or Camp California, Inc.

FOR ADDITIONAL LICENSING INFORMATION CALL:

Landmark Entertainment Group
818 753-6700 or FAX 213 546-1654

LOGOS

LOGOS

CAMP CALIFORNIA
CAMP CALIFORNIA

CAMP CALIFORNIA
CAMP CALIFORNIA

CAMP CALIFORNIA
CAMP CALIFORNIA

CAMP CALIFORNIA
CAMP CALIFORNIA

OFFICIAL MASCOTS
OF
The Beach Boys™
CAMP CALIFORNIA

OFFICIAL MASCOTS
OF
The Beach Boys™
CAMP CALIFORNIA

OFFICIAL MASCOTS
OF
The Beach Boys™
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LOGOS

CAMP CALIFORNIA®

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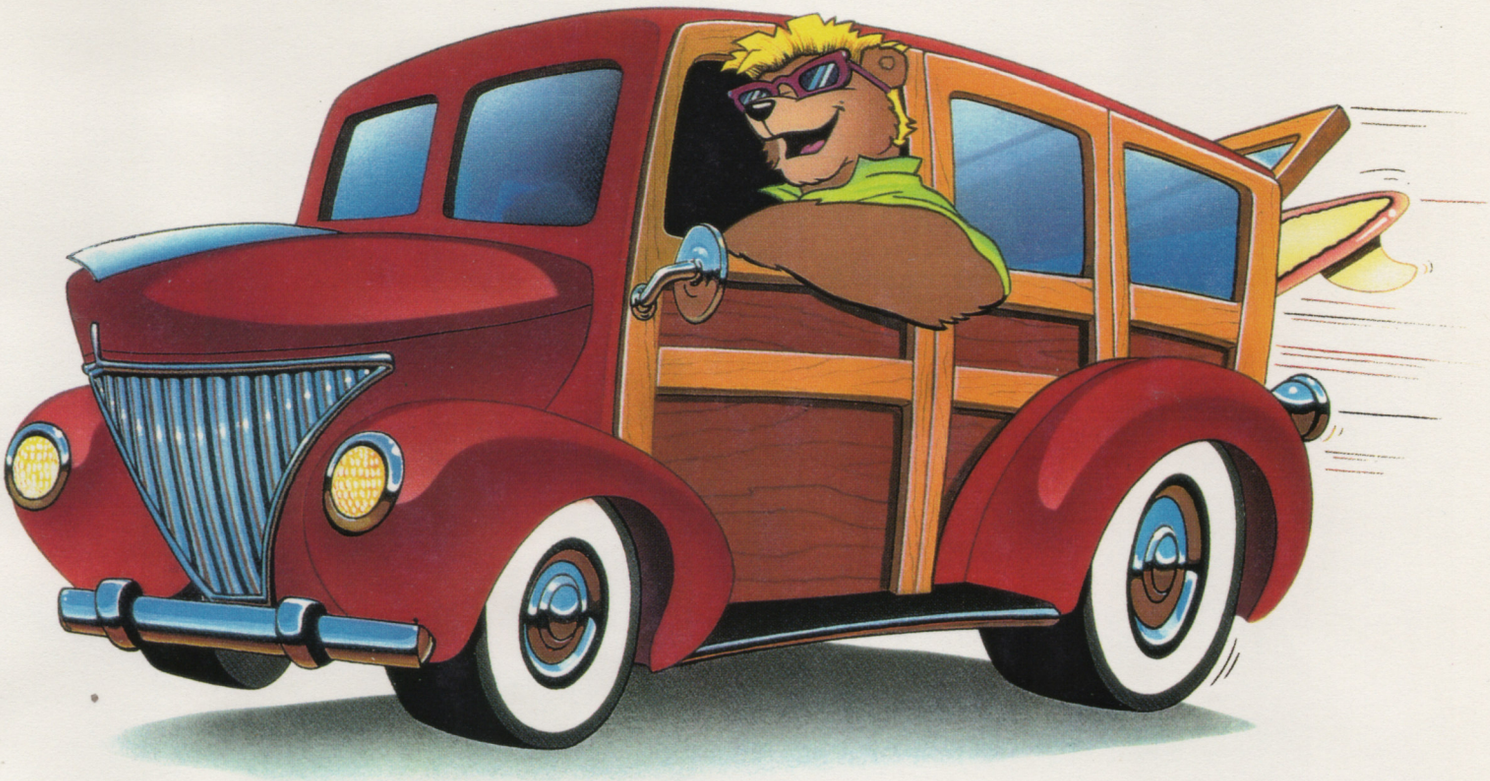
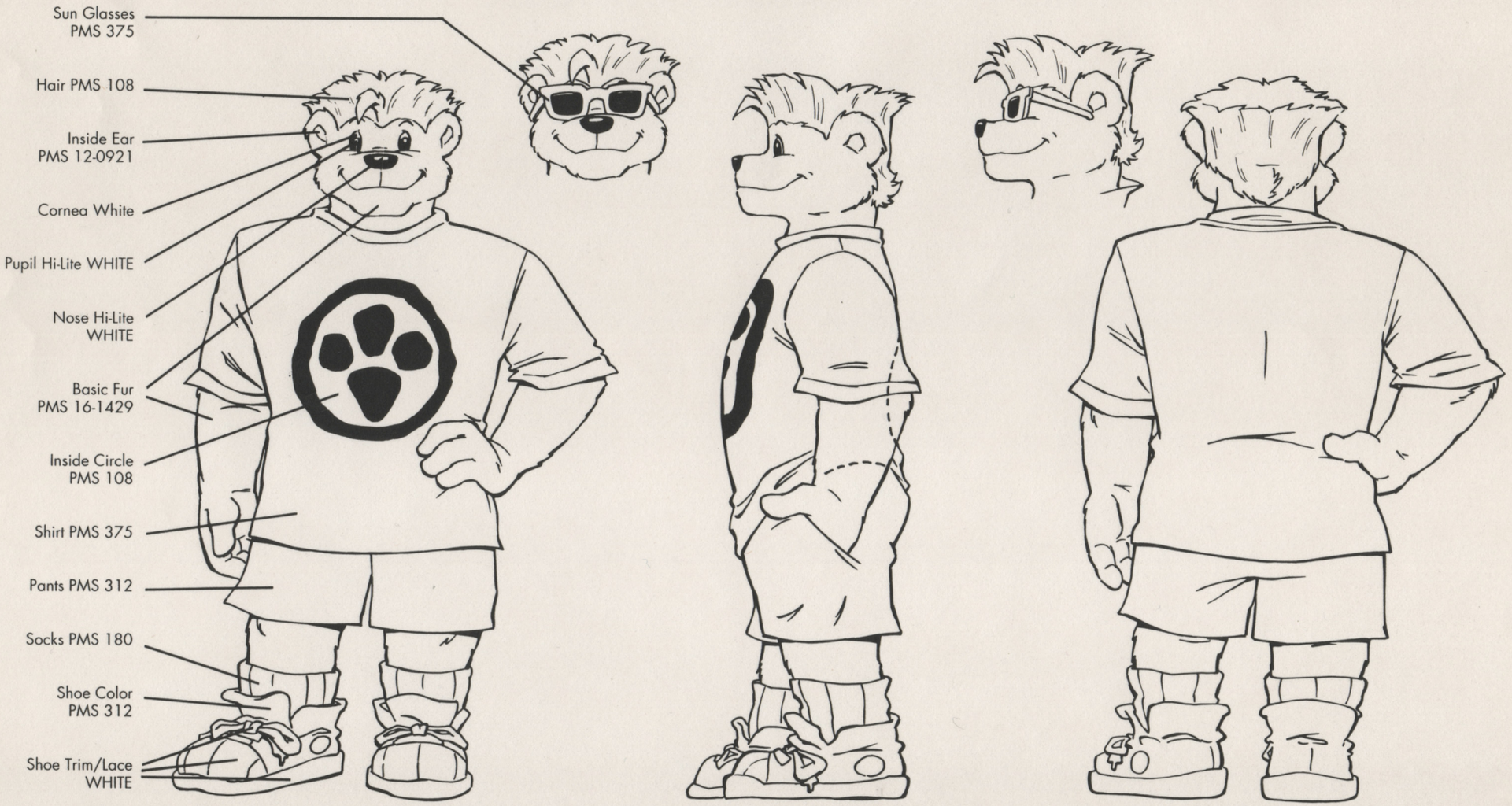
LINE ART

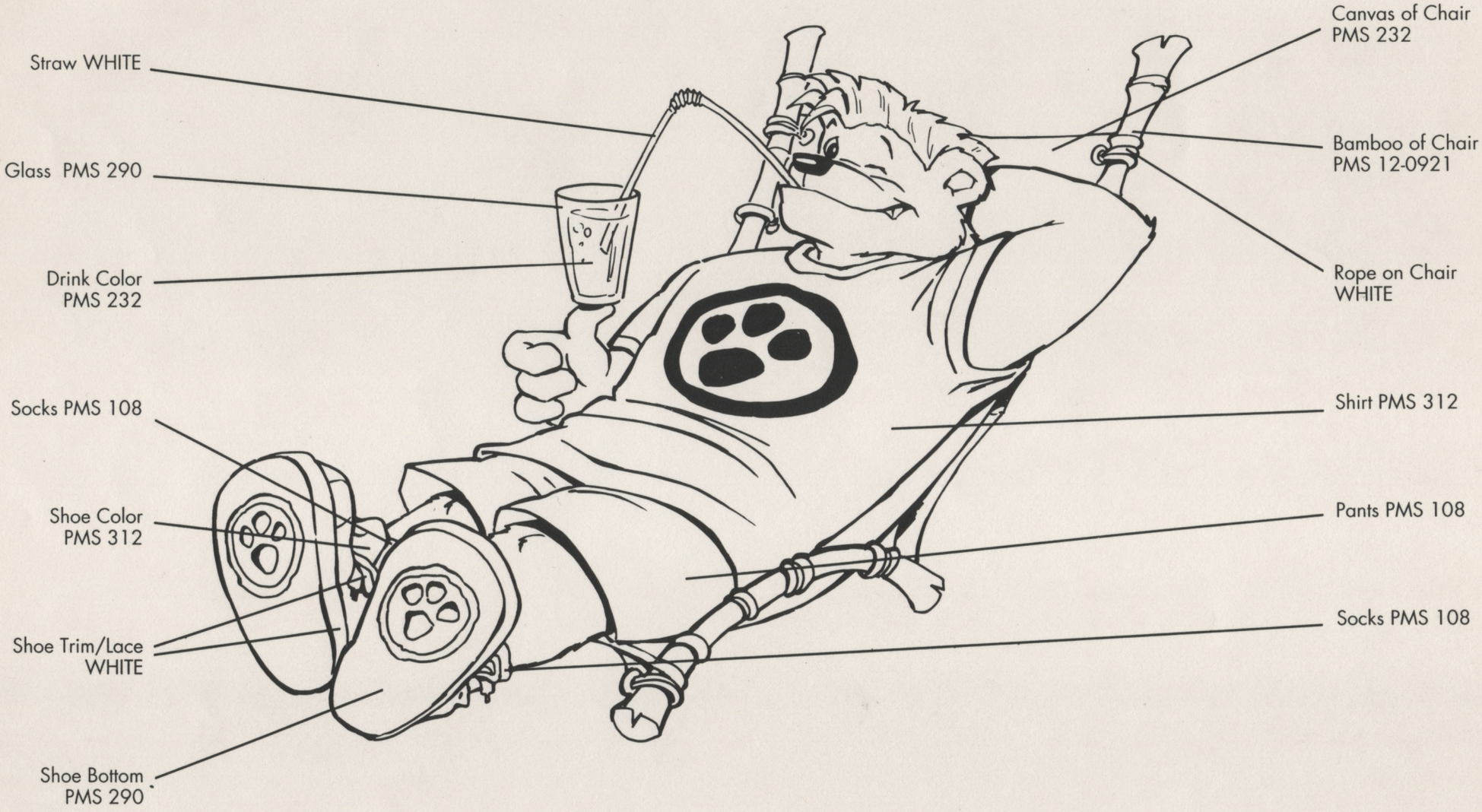


BYRON

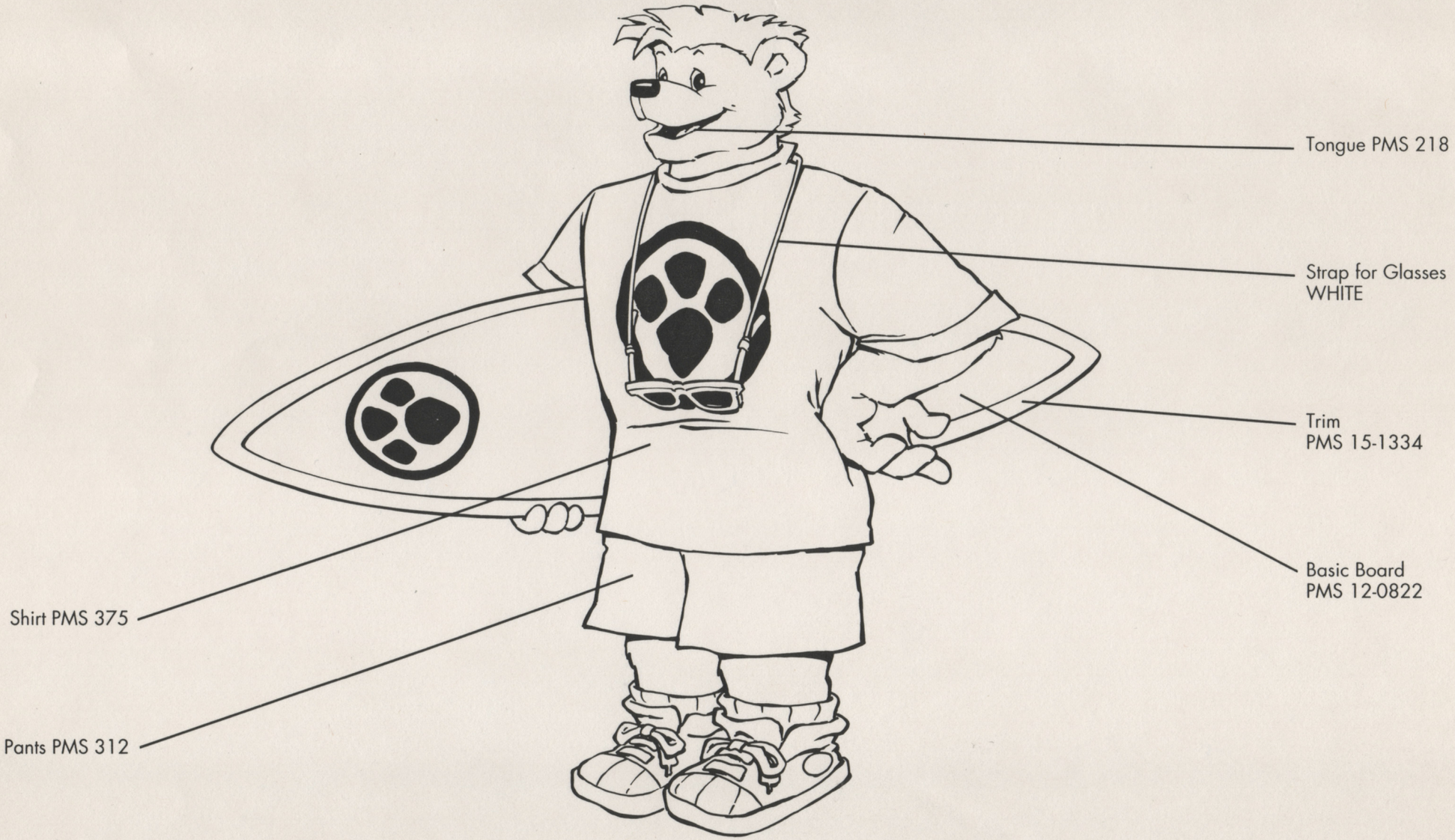
This is the ***dude****. The legend. Take a load off your paws and we'll give you the bear truth about Byron. First and foremost a surf monster, Byron lives for the next wave. He's the* ***baddest*** *bear on the beach, with a nose for parties and an appetite for burgers. But he's also a visionary about life and how it should be lived. Byron is the heartbeat of Camp California®, a 17 year-old born leader with a style all his own.*


Sun Glasses
PMS 375
Hair PMS 108
Inside Ear
PMS 12-0921
Cornea White
Pupil Hi-Lite WHITE
Nose Hi-Lite
WHITE
Basic Fur
PMS 16-1429
Inside Circle
PMS 108
Shirt PMS 375
Pants PMS 312
Socks PMS 180
Shoe Color
PMS 312
Shoe Trim/Lace
WHITE

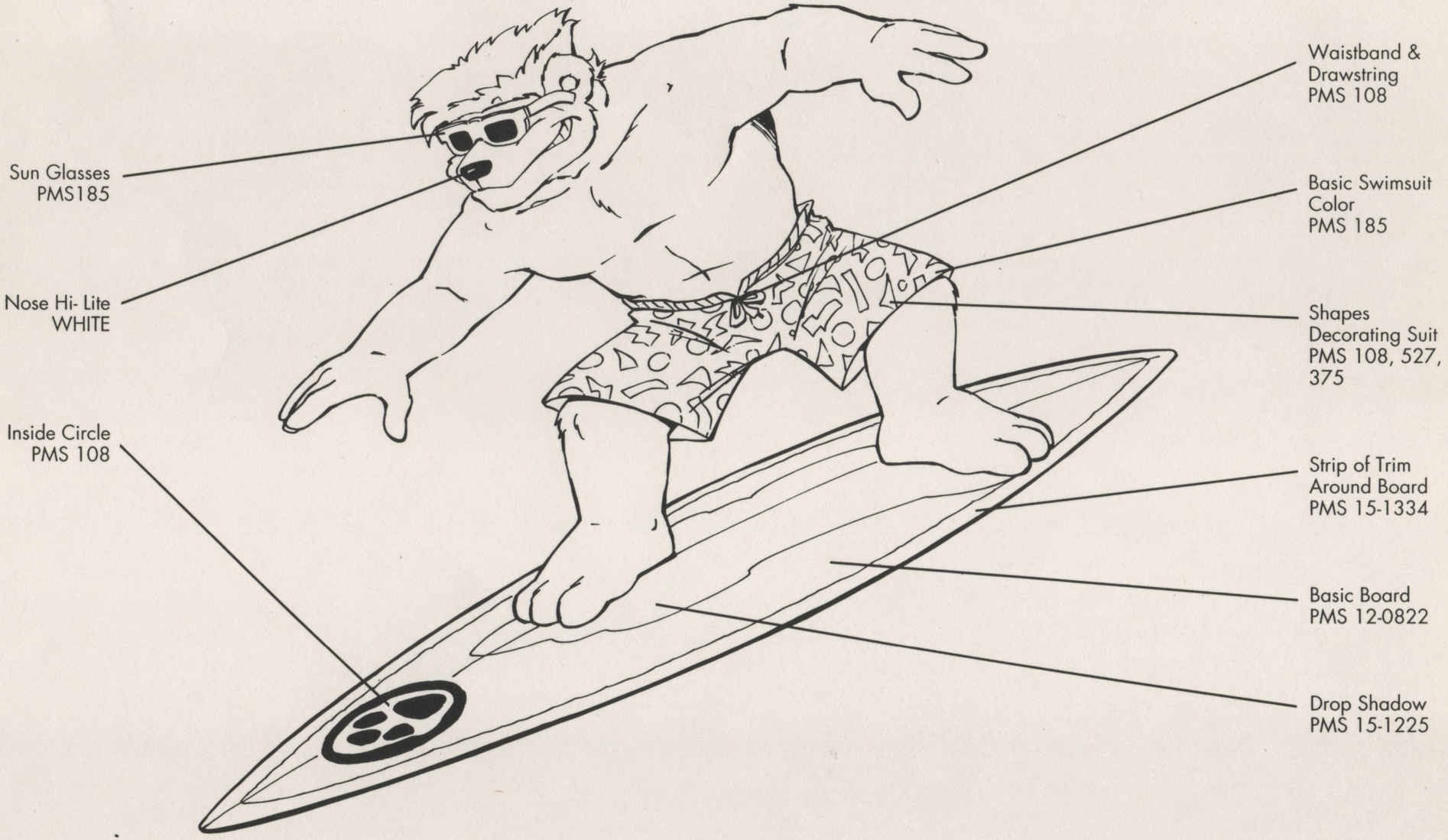
BYRON


Straw WHITE
Glass PMS 290
Drink Color PMS 232
Socks PMS 108
Shoe Color PMS 312
Shoe Trim/Lace WHITE
Shoe Bottom PMS 290
Canvas of Chair PMS 232
Bamboo of Chair PMS 12-0921
Rope on Chair WHITE
Shirt PMS 312
Pants PMS 108
Socks PMS 108

BYRON

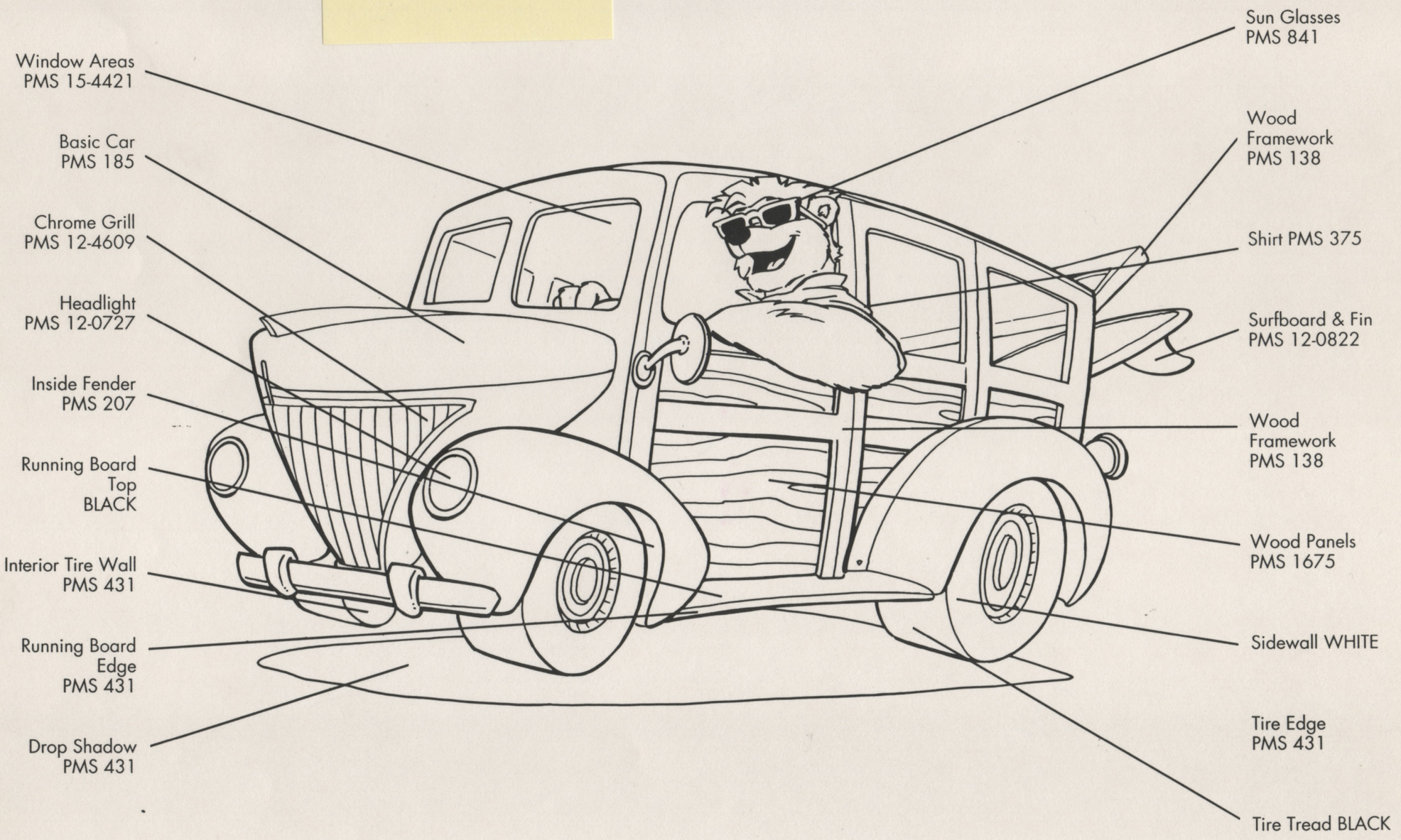

Tongue PMS 218
Strap for Glasses
WHITE
Trim
PMS 15-1334
Basic Board
PMS 12-0822
Shirt PMS 375
Pants PMS 312

BYRON


Sun Glasses
PMS185
Nose Hi- Lite
WHITE
Inside Circle
PMS 108
Waistband &
Drawstring
PMS 108
Basic Swimsuit
Color
PMS 185
Shapes
Decorating Suit
PMS 108, 527,
375
Strip of Trim
Around Board
PMS 15-1334
Basic Board
PMS 12-0822
Drop Shadow
PMS 15-1225

BYRON

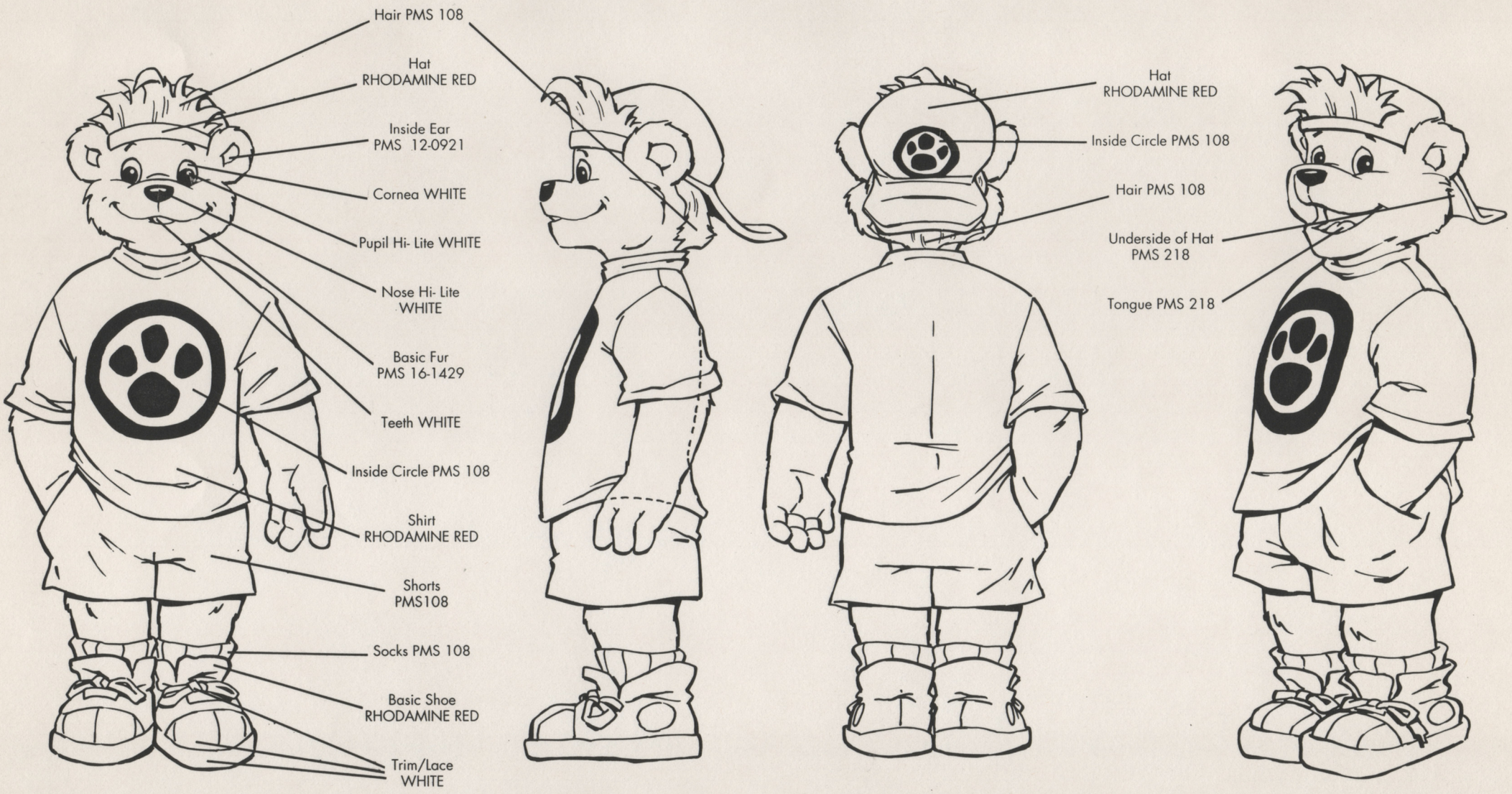
NEW STAFF



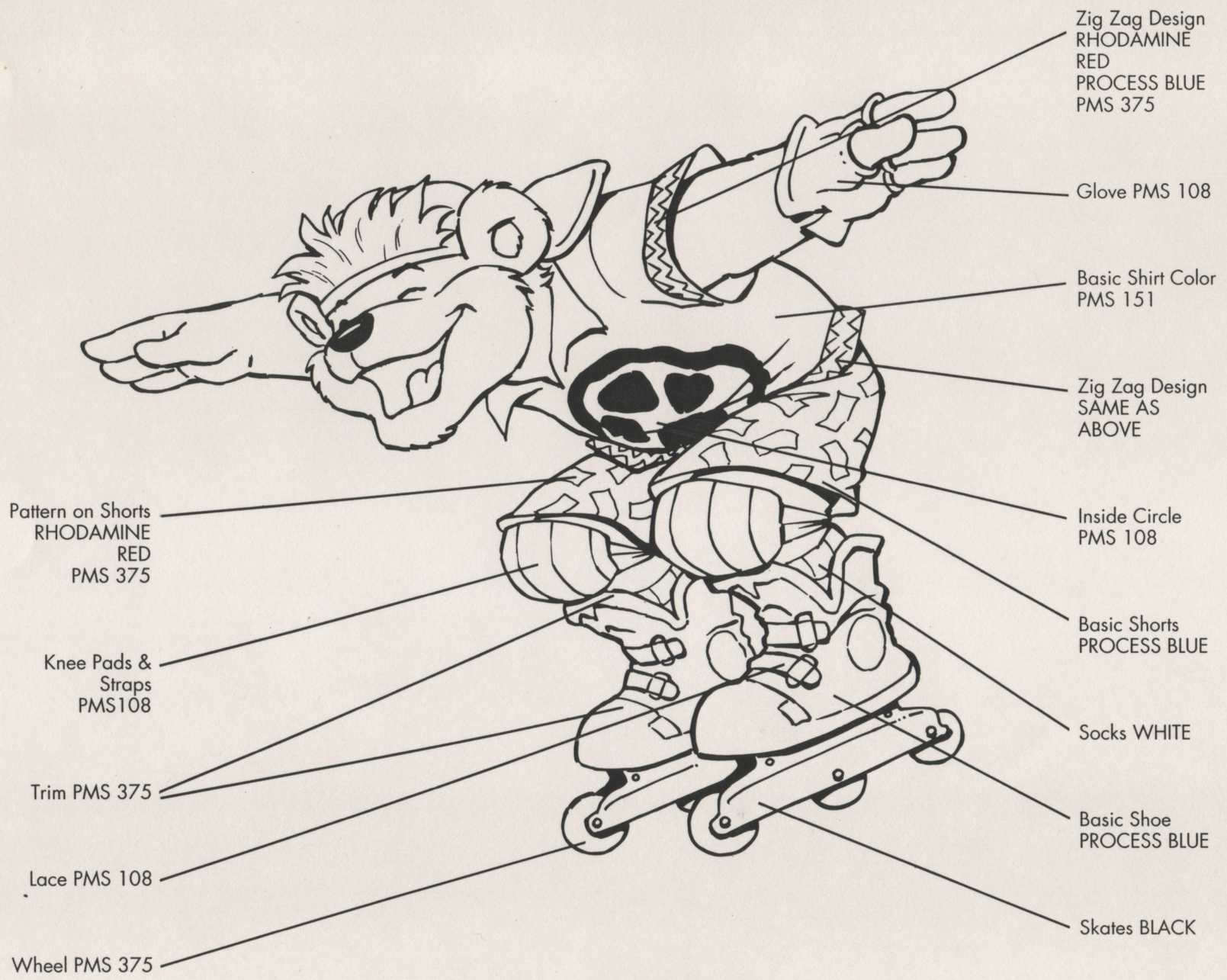
BYRON

LIL' BRO

*Behind every great hero is...a lil' **bro**!?! Whether he's **jammin'** on his Turbo Grafx™ 16 or sidewalk surfing on his **blasterboard**, when Lil' Bro gets an idea, there's no way to stop him. And that's why Byron sometimes finds his vision of life **totally tubed**.*

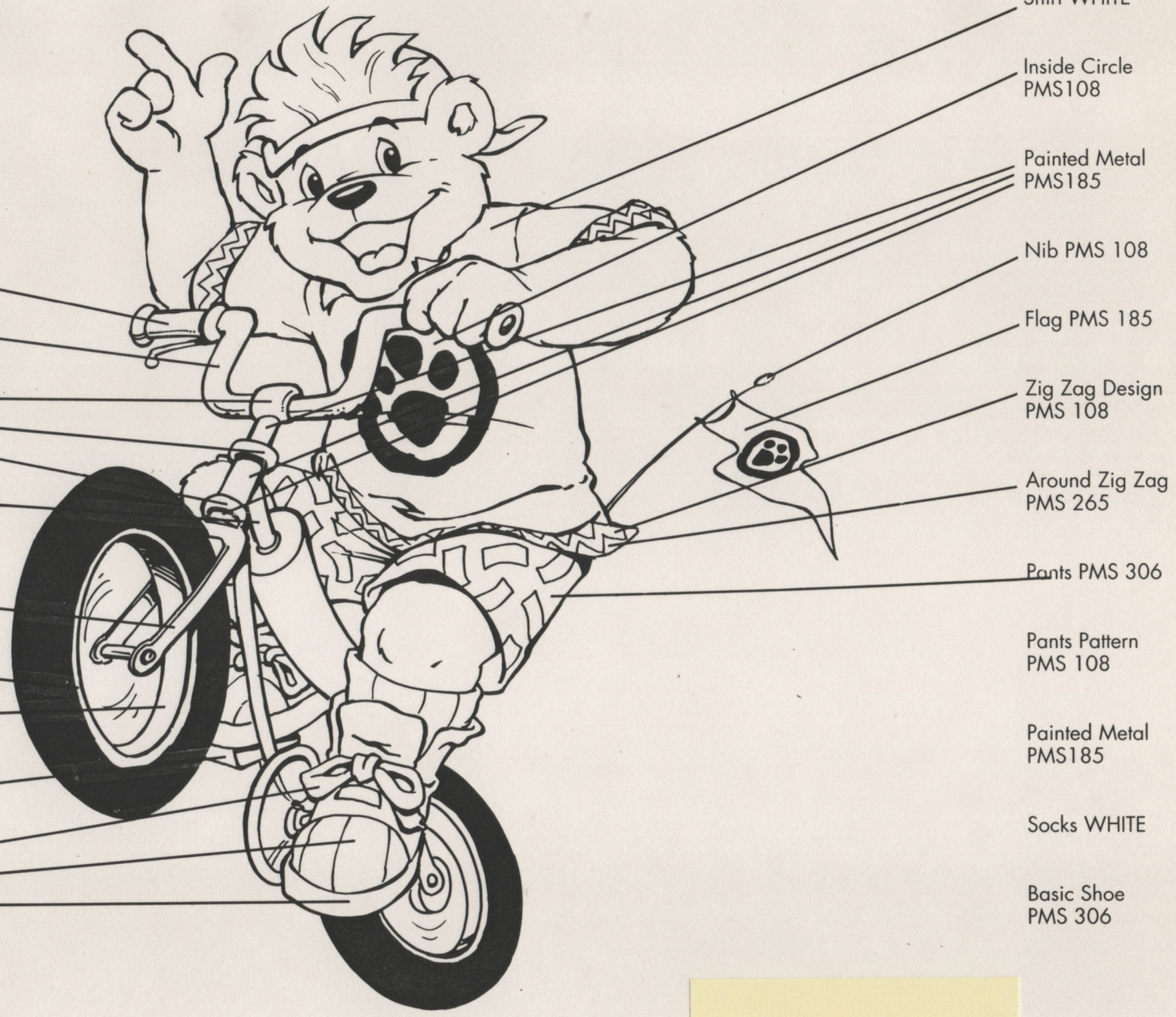

Hair PMS 108
Hat
RHODAMINE RED
Inside Ear
PMS 12-0921
Cornea WHITE
Pupil Hi- Lite WHITE
Nose Hi- Lite
WHITE
Basic Fur
PMS 16-1429
Teeth WHITE
Inside Circle PMS 108
Shirt
RHODAMINE RED
Shorts
PMS108
Socks PMS 108
Basic Shoe
RHODAMINE RED
Trim/Lace
WHITE
Hat
RHODAMINE RED
Inside Circle PMS 108
Hair PMS 108
Underside of Hat
PMS 218
Tongue PMS 218

LIL' BRO


Zig Zag Design
RHODAMINE
RED
PROCESS BLUE
PMS 375
Glove PMS 108
Basic Shirt Color
PMS 151
Zig Zag Design
SAME AS
ABOVE
Inside Circle
PMS 108
Basic Shorts
PROCESS BLUE
Socks WHITE
Basic Shoe
PROCESS BLUE
Skates BLACK
Pattern on Shorts
RHODAMINE
RED
PMS 375
Knee Pads &
Straps
PMS108
Trim PMS 375
Lace PMS 108
Wheel PMS 375

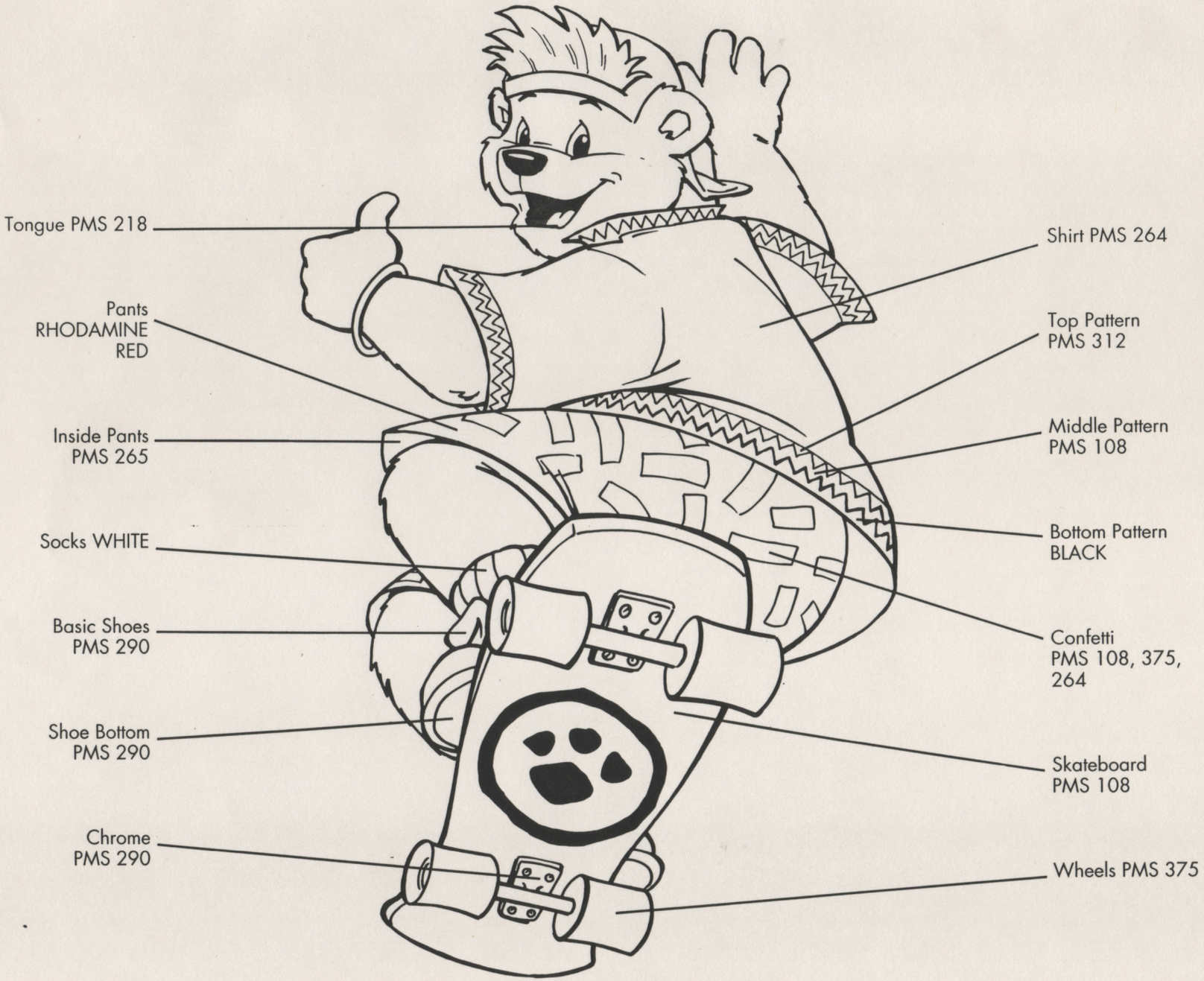
LIL' BRO

(See Xerox)



LIL' BRO

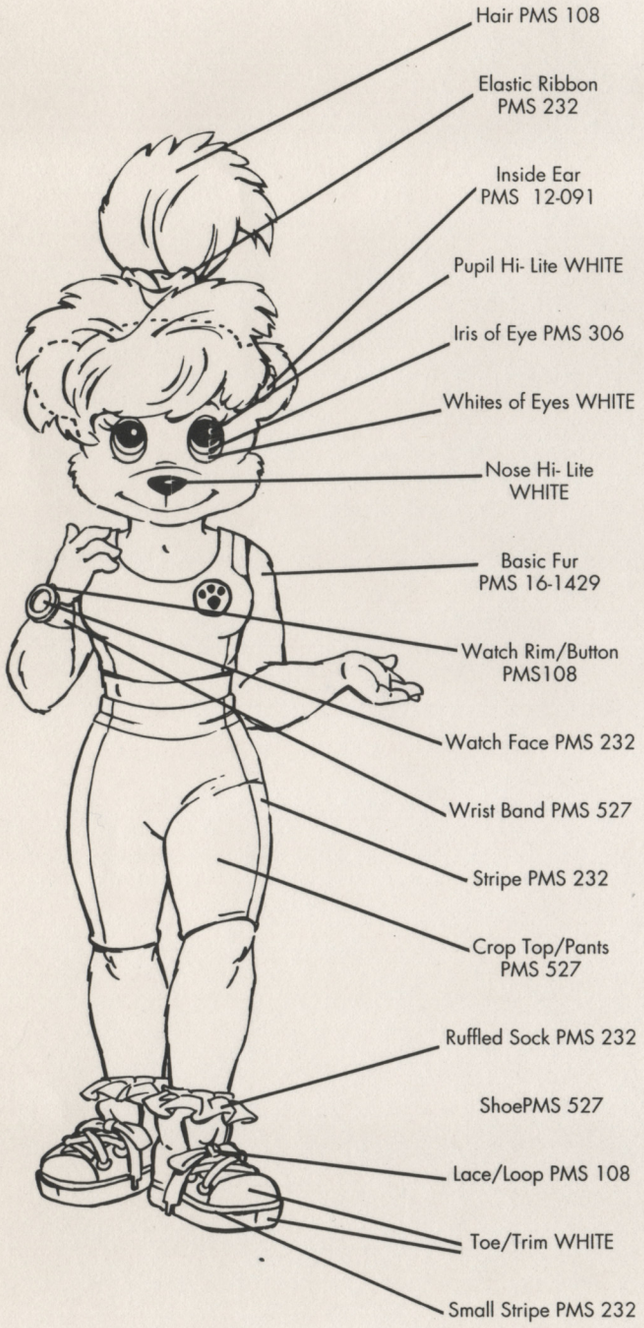
SEE XEROX

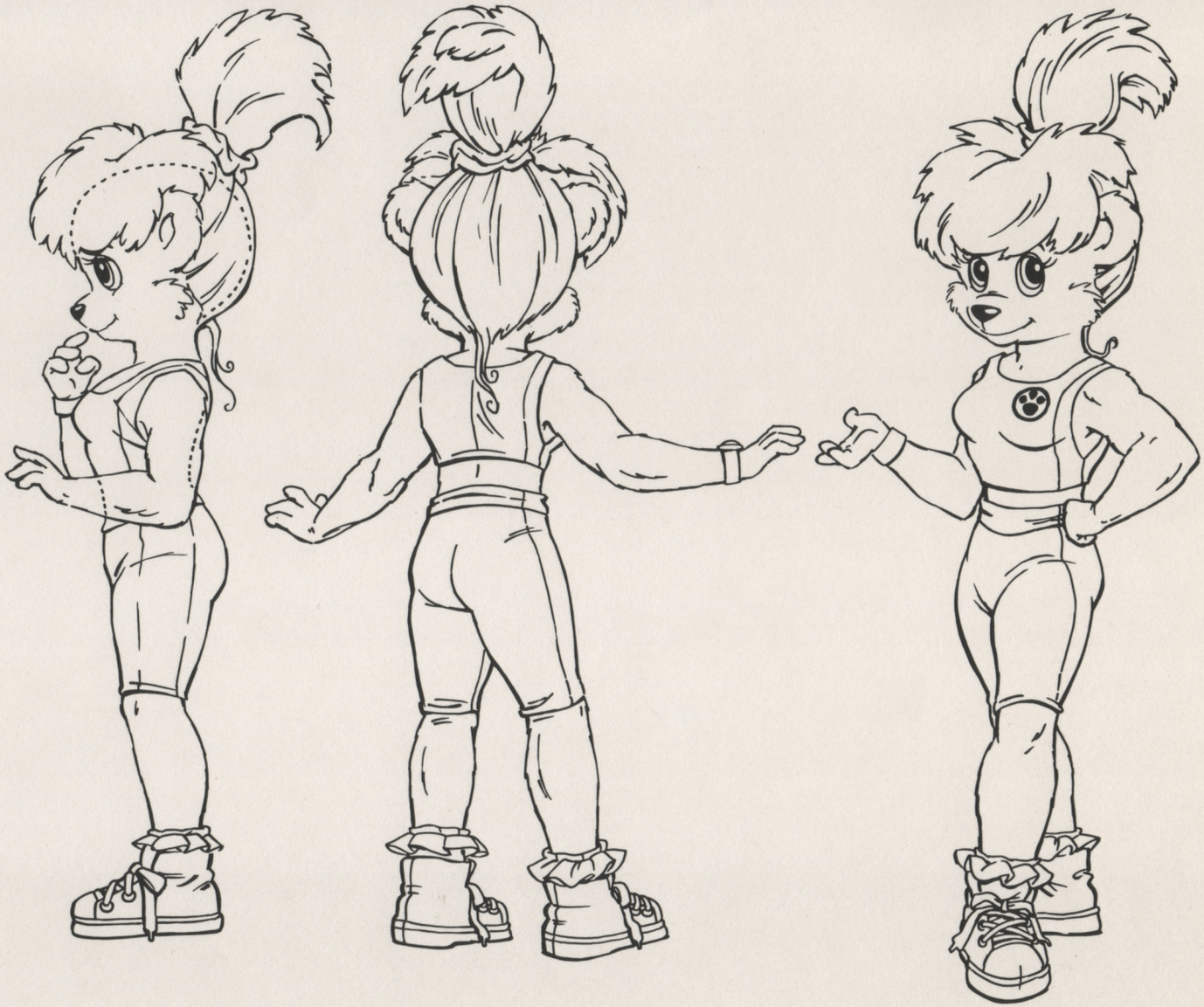

Tongue PMS 218
Pants
RHODAMINE
RED
Inside Pants
PMS 265
Socks WHITE
Basic Shoes
PMS 290
Shoe Bottom
PMS 290
Chrome
PMS 290
Shirt PMS 264
Top Pattern
PMS 312
Middle Pattern
PMS 108
Bottom Pattern
BLACK
Confetti
PMS 108, 375,
264
Skateboard
PMS 108
Wheels PMS 375

LIL' BRO

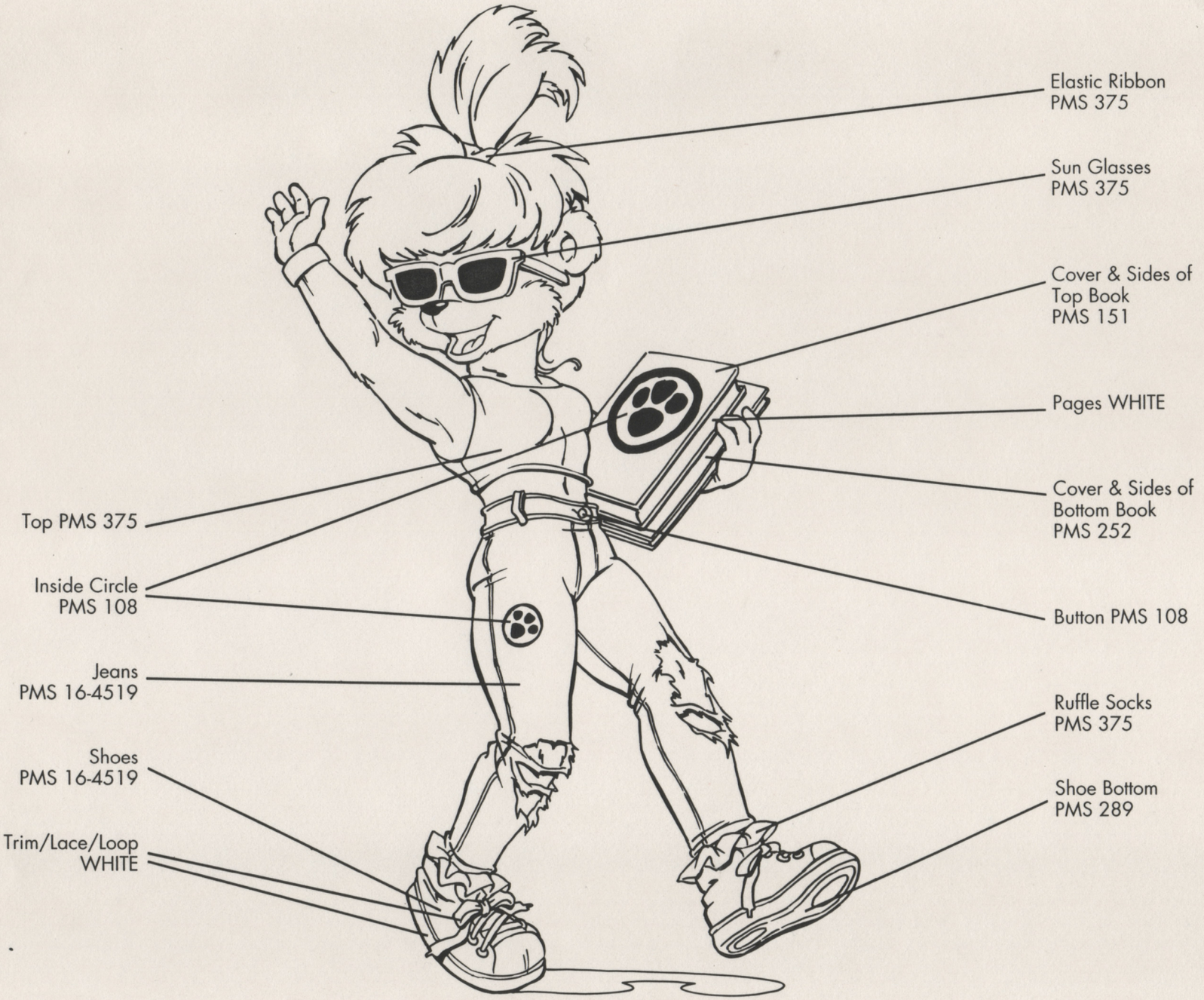
KELLY

When The Beach Boys sang, "Wish they all could be California girls...." they must have been dreaming of Kelly. She's the fitness fanatic of Camp California®, sixteen and a master of aerobics, rollerblades, food macrobiotics, with a voice that carries from Carmel to Catalina. She's a ***babe****, but she's no* ***bimbo****. Byron and Lil' Bro won't admit it, but it's Kelly's quick wit that usually gets them out of a jam.*

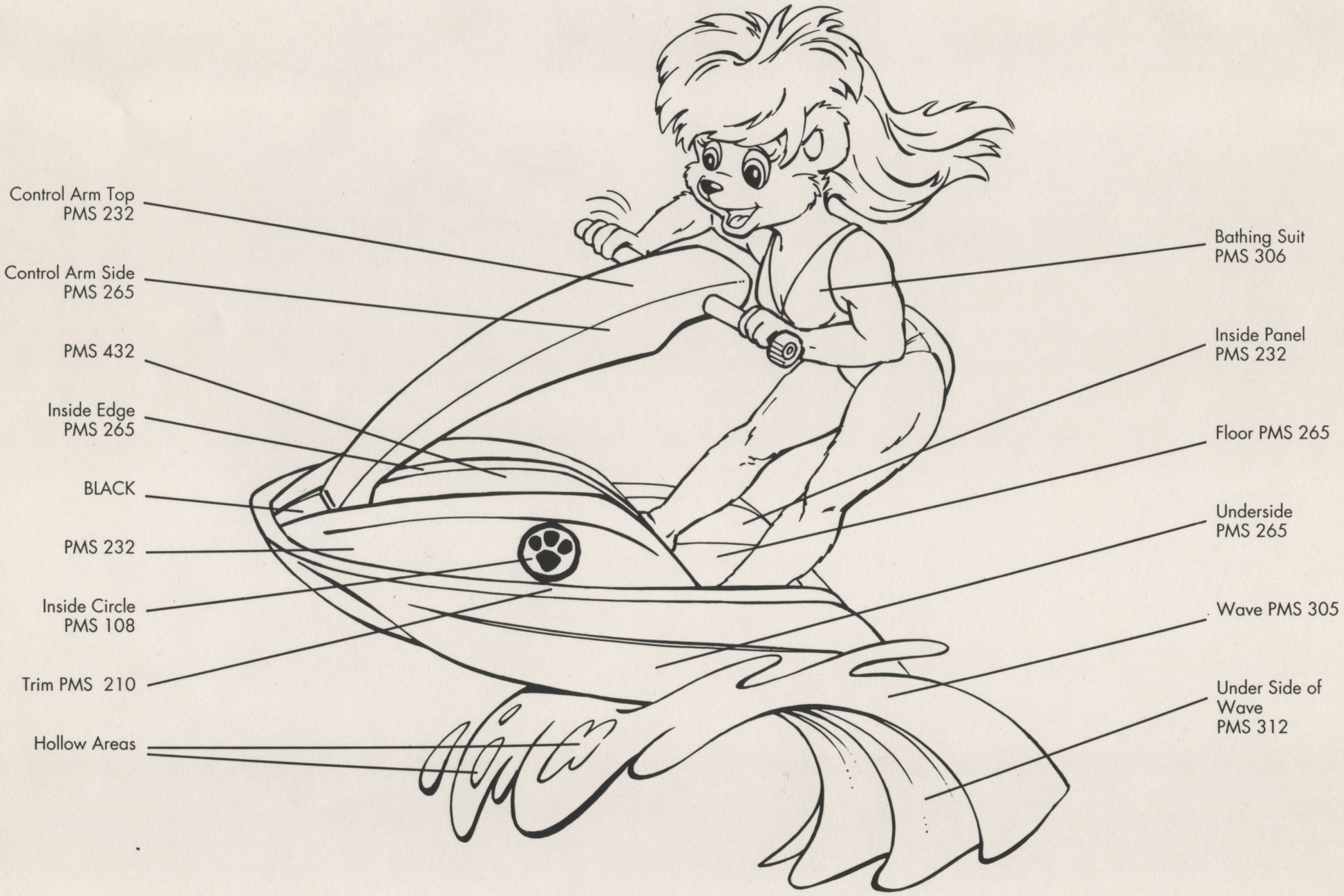

Hair PMS 108
Elastic Ribbon PMS 232
Inside Ear PMS 12-091
Pupil Hi- Lite WHITE
Iris of Eye PMS 306
Whites of Eyes WHITE
Nose Hi- Lite WHITE
Basic Fur PMS 16-1429
Watch Rim/Button PMS108
Watch Face PMS 232
Wrist Band PMS 527
Stripe PMS 232
Crop Top/Pants PMS 527
Ruffled Sock PMS 232
ShoePMS 527
Lace/Loop PMS 108
Toe/Trim WHITE
Small Stripe PMS 232



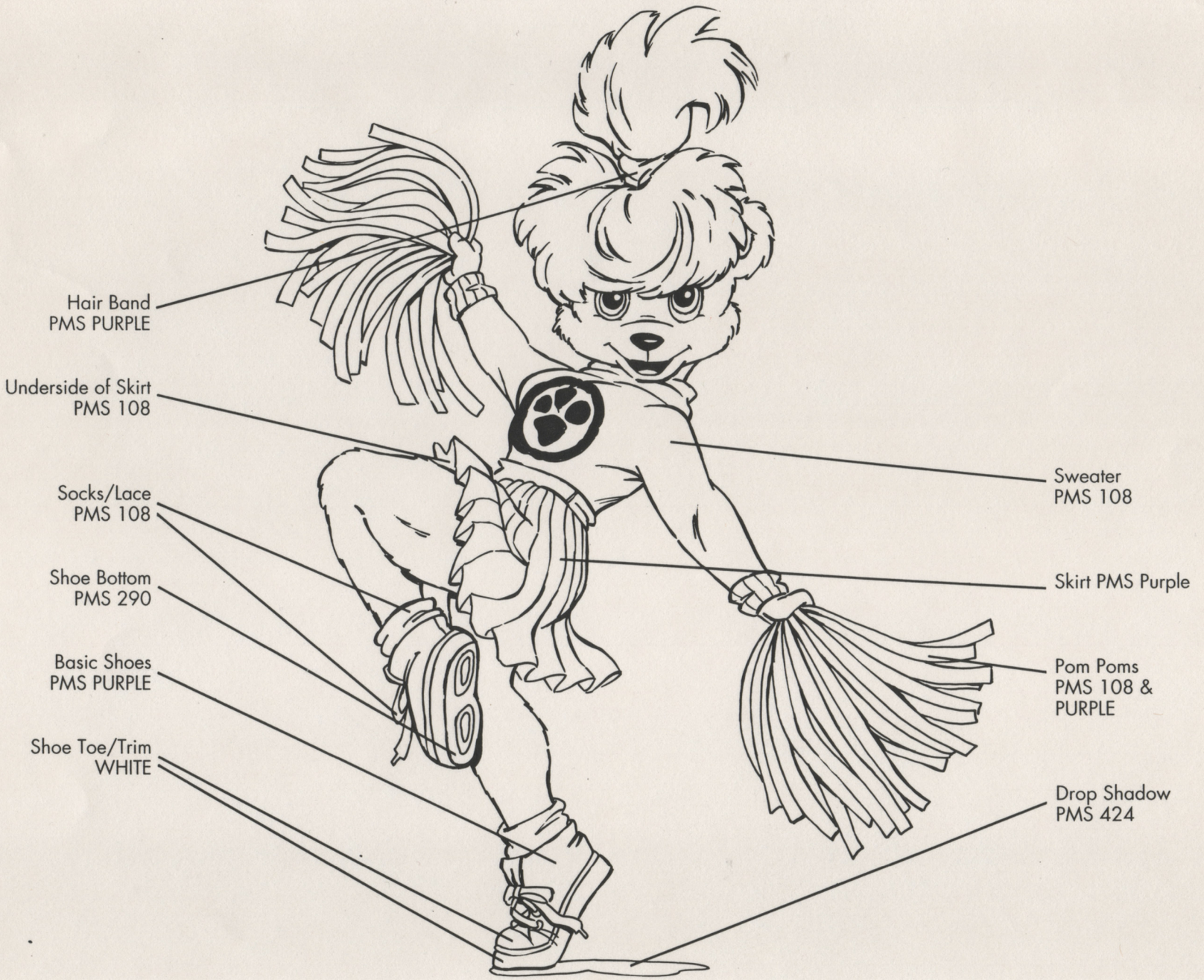
KELLY


Elastic Ribbon
PMS 375
Sun Glasses
PMS 375
Cover & Sides of
Top Book
PMS 151
Pages WHITE
Cover & Sides of
Bottom Book
PMS 252
Button PMS 108
Ruffle Socks
PMS 375
Shoe Bottom
PMS 289
Top PMS 375
Inside Circle
PMS 108
Jeans
PMS 16-4519
Shoes
PMS 16-4519
Trim/Lace/Loop
WHITE

KELLY


Control Arm Top
PMS 232
Control Arm Side
PMS 265
PMS 432
Inside Edge
PMS 265
BLACK
PMS 232
Inside Circle
PMS 108
Trim PMS 210
Hollow Areas
Bathing Suit
PMS 306
Inside Panel
PMS 232
Floor PMS 265
Underside
PMS 265
Wave PMS 305
Under Side of
Wave
PMS 312

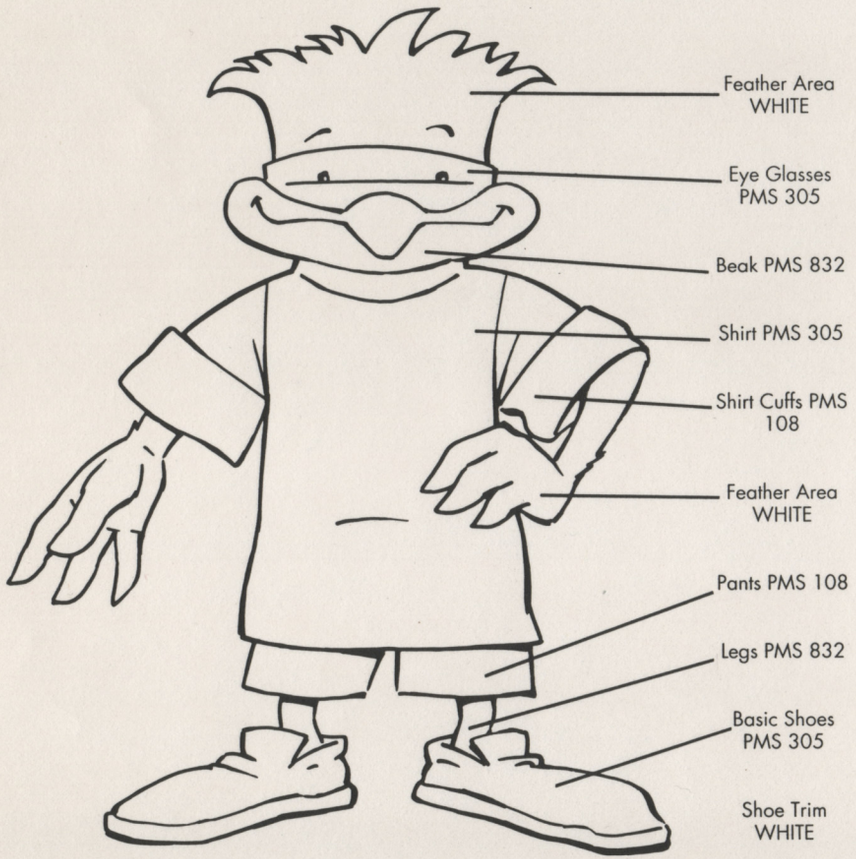
KELLY

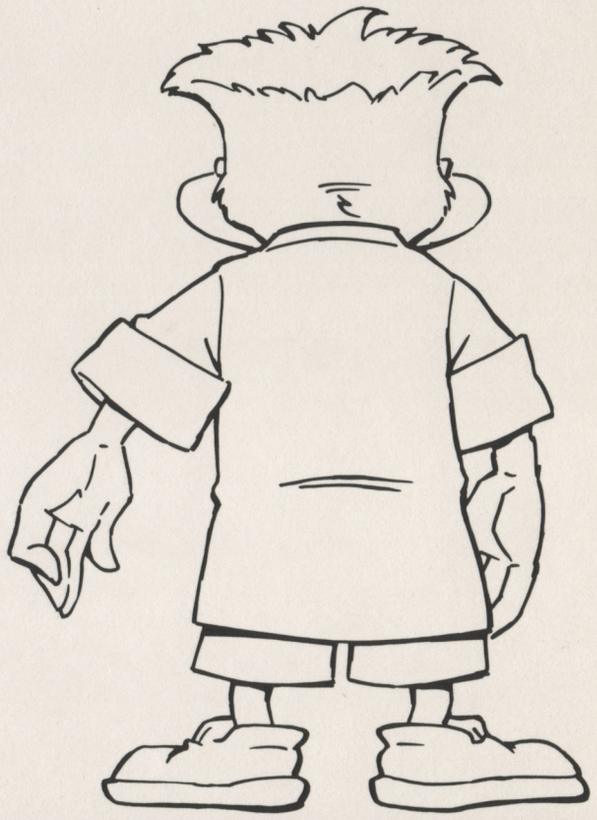

Hair Band
PMS PURPLE
Underside of Skirt
PMS 108
Socks/Lace
PMS 108
Shoe Bottom
PMS 290
Basic Shoes
PMS PURPLE
Shoe Toe/Trim
WHITE
Sweater
PMS 108
Skirt PMS Purple
Pom Poms
PMS 108 &
PURPLE
Drop Shadow
PMS 424

KELLY

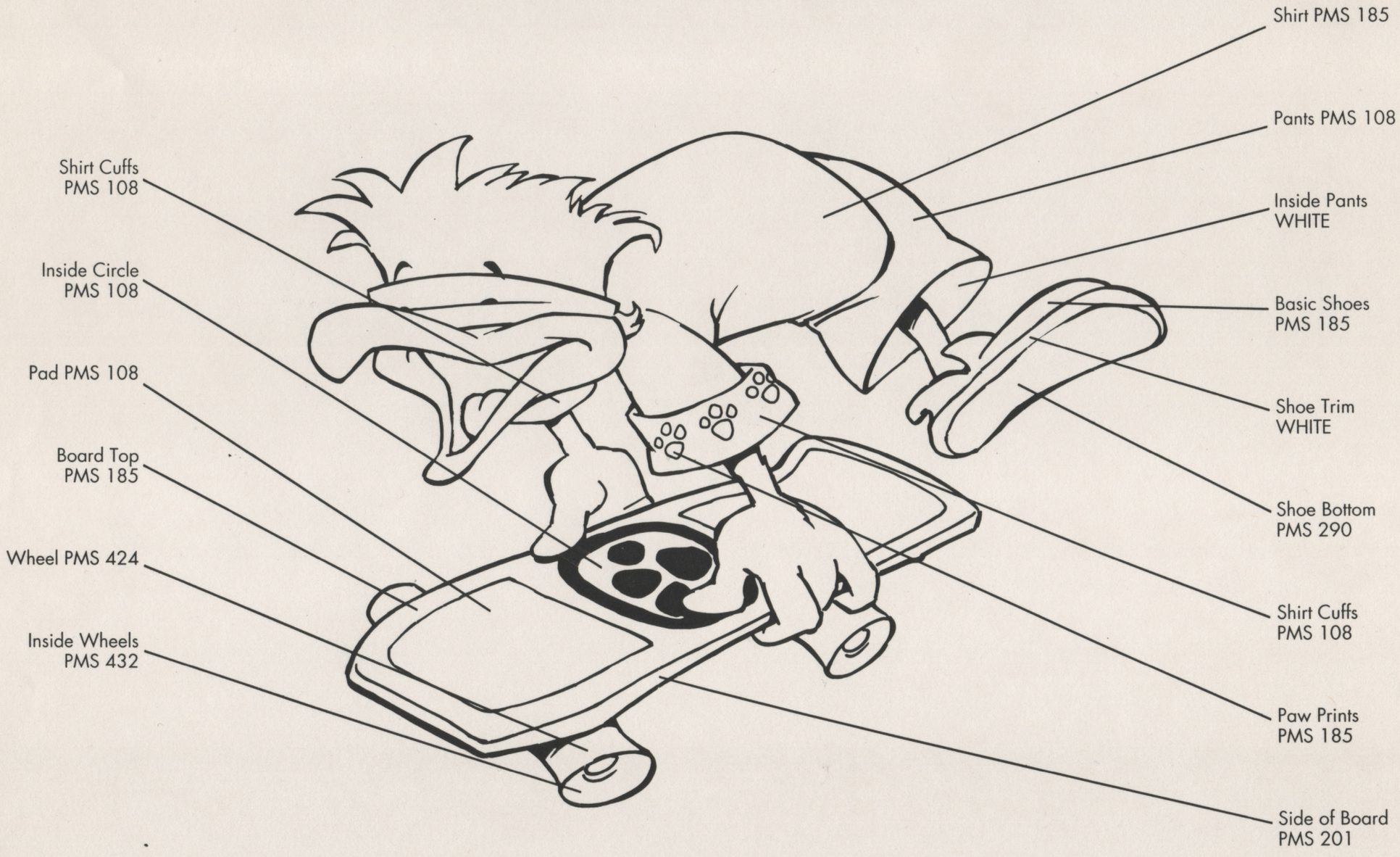
SHRED

Hey ***homey****, this is the Shredster, the Shredazoid, the Shredhead...the most absurd bird at Camp California®. He's a fast walking, quick talking ankle-biter with his next meal forefront on his mind. A loose cannon, and Byron's pebble-in-the-shoe-of-life, Shred is just a 12 year-old bird finding his way in the sand.*


Feather Area
WHITE
Eye Glasses
PMS 305
Beak PMS 832
Shirt PMS 305
Shirt Cuffs PMS
108
Feather Area
WHITE
Pants PMS 108
Legs PMS 832
Basic Shoes
PMS 305
Shoe Trim
WHITE

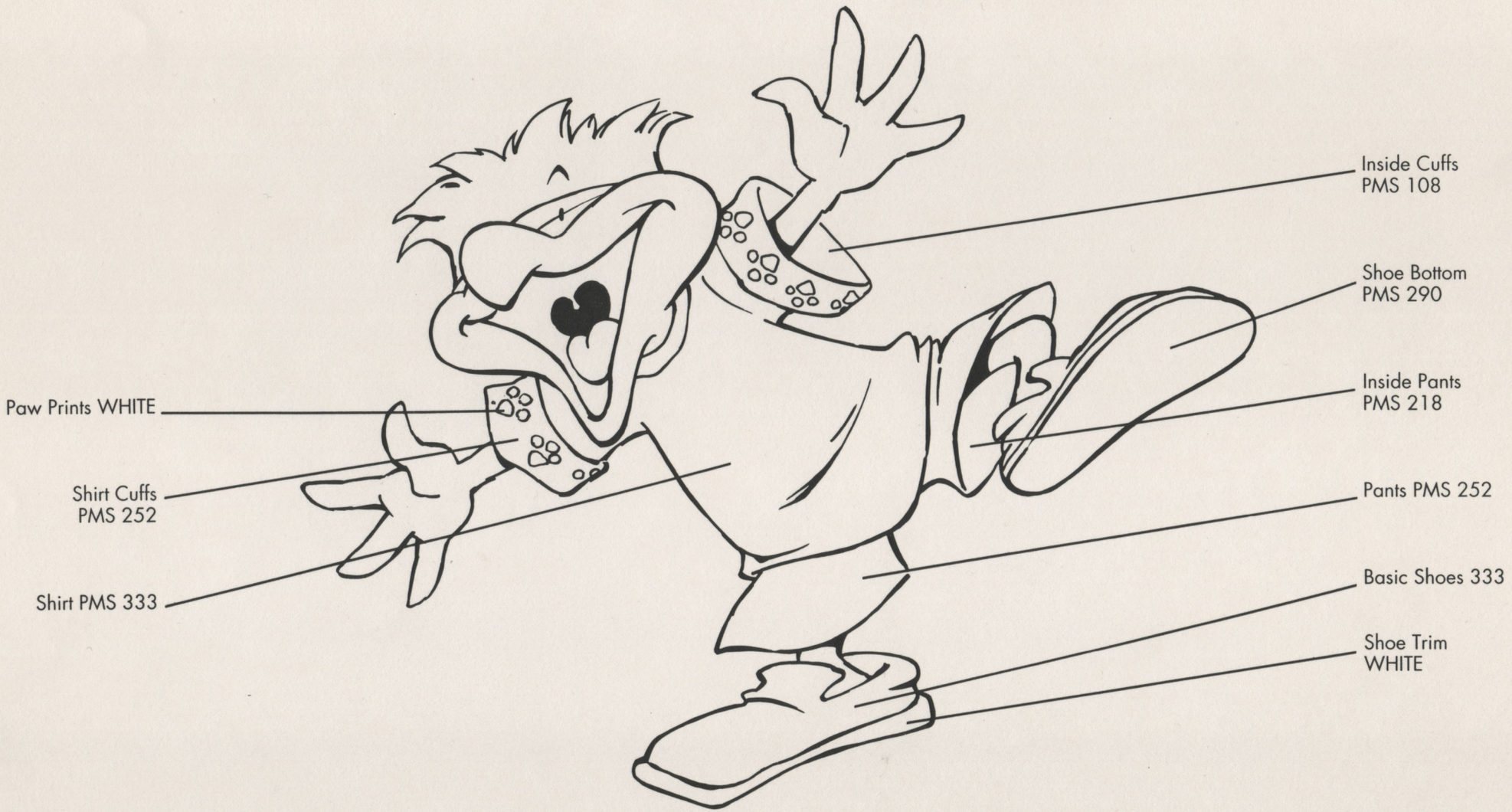


SHRED

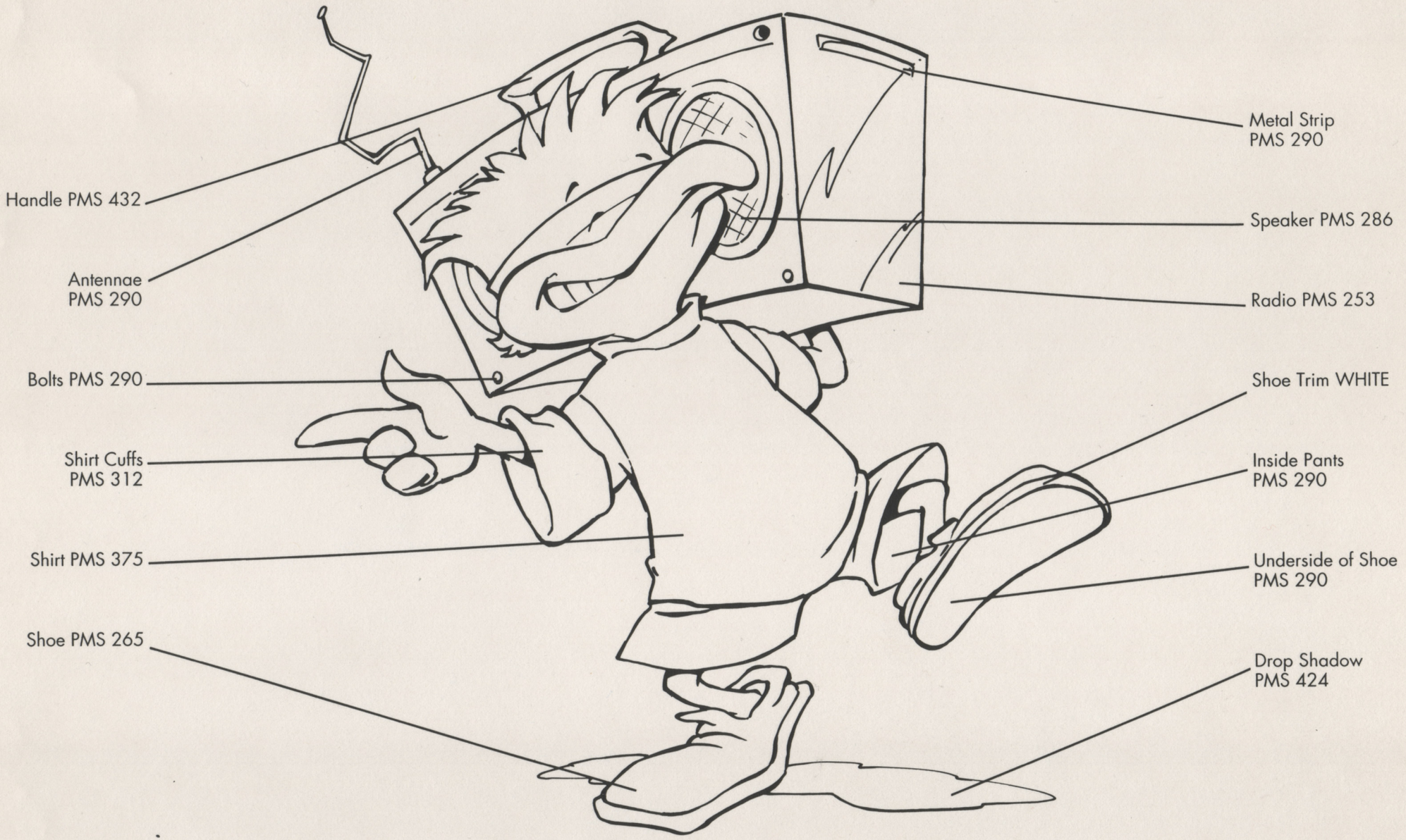


SHRED

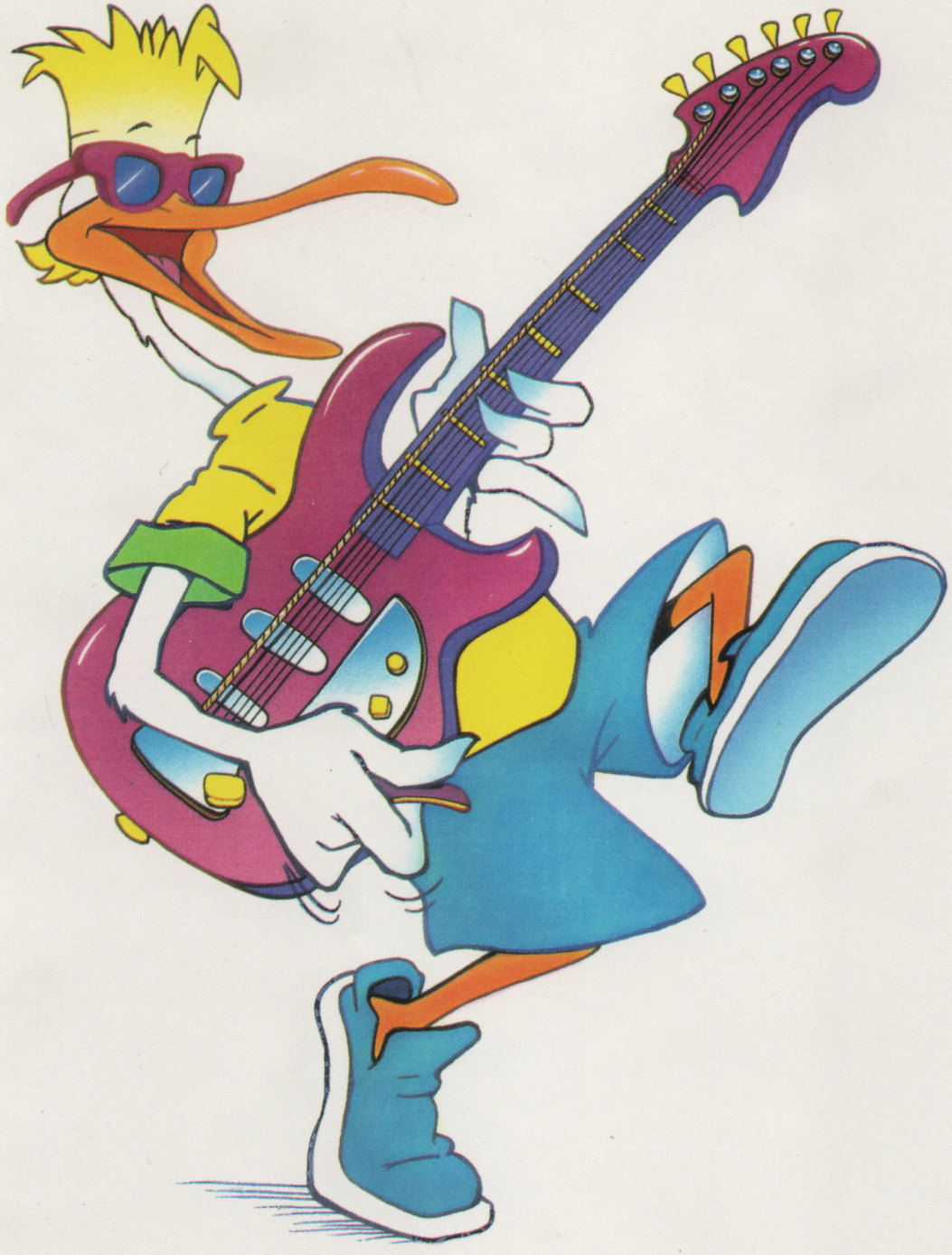
CAMP-402


Inside Cuffs
PMS 108
Shoe Bottom
PMS 290
Inside Pants
PMS 218
Pants PMS 252
Basic Shoes 333
Shoe Trim
WHITE
Paw Prints WHITE
Shirt Cuffs
PMS 252
Shirt PMS 333

SHRED

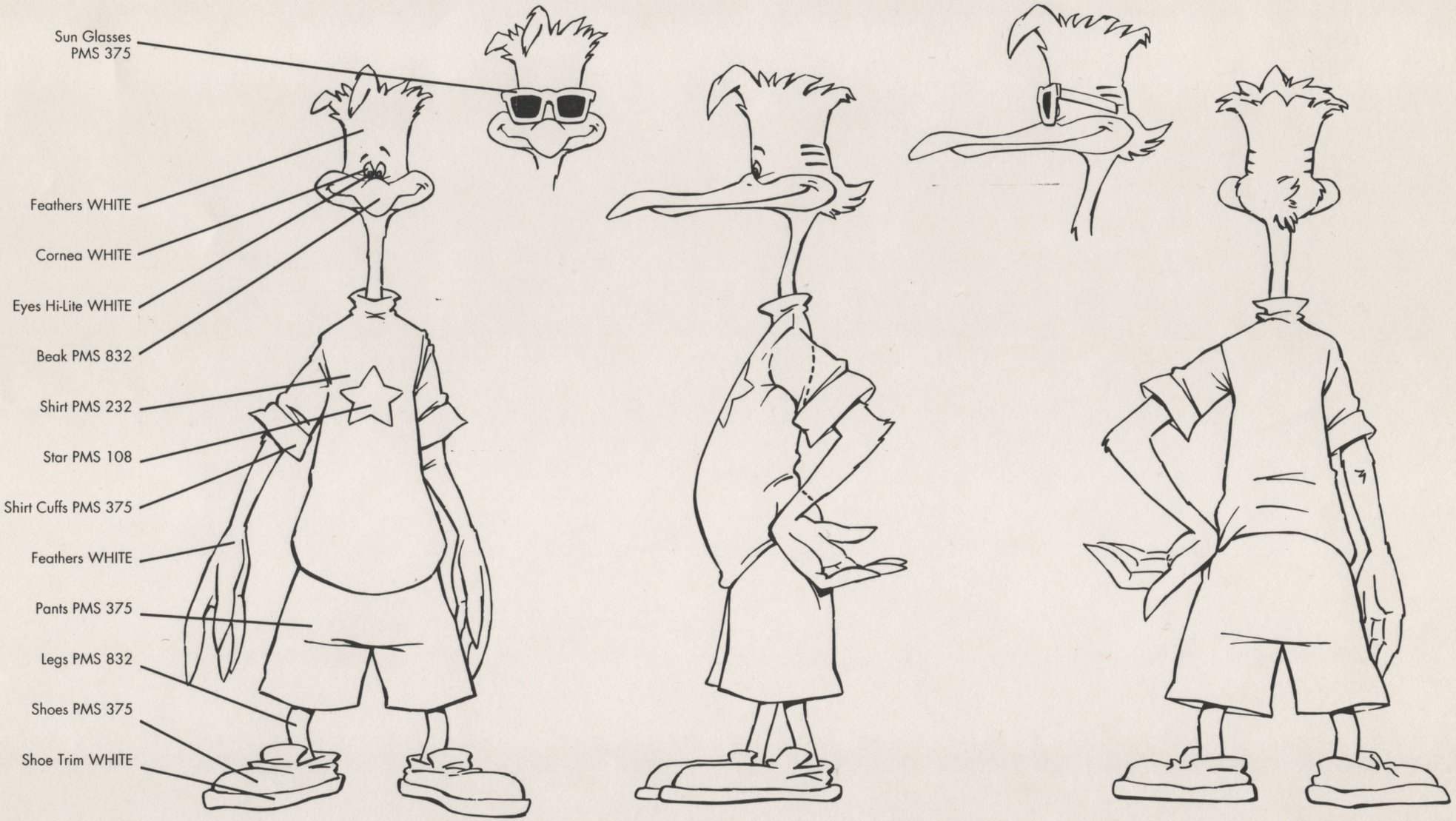

Handle PMS 432
Antennae PMS 290
Bolts PMS 290
Shirt Cuffs PMS 312
Shirt PMS 375
Shoe PMS 265
Metal Strip PMS 290
Speaker PMS 286
Radio PMS 253
Shoe Trim WHITE
Inside Pants PMS 290
Underside of Shoe PMS 290
Drop Shadow PMS 424

SHRED

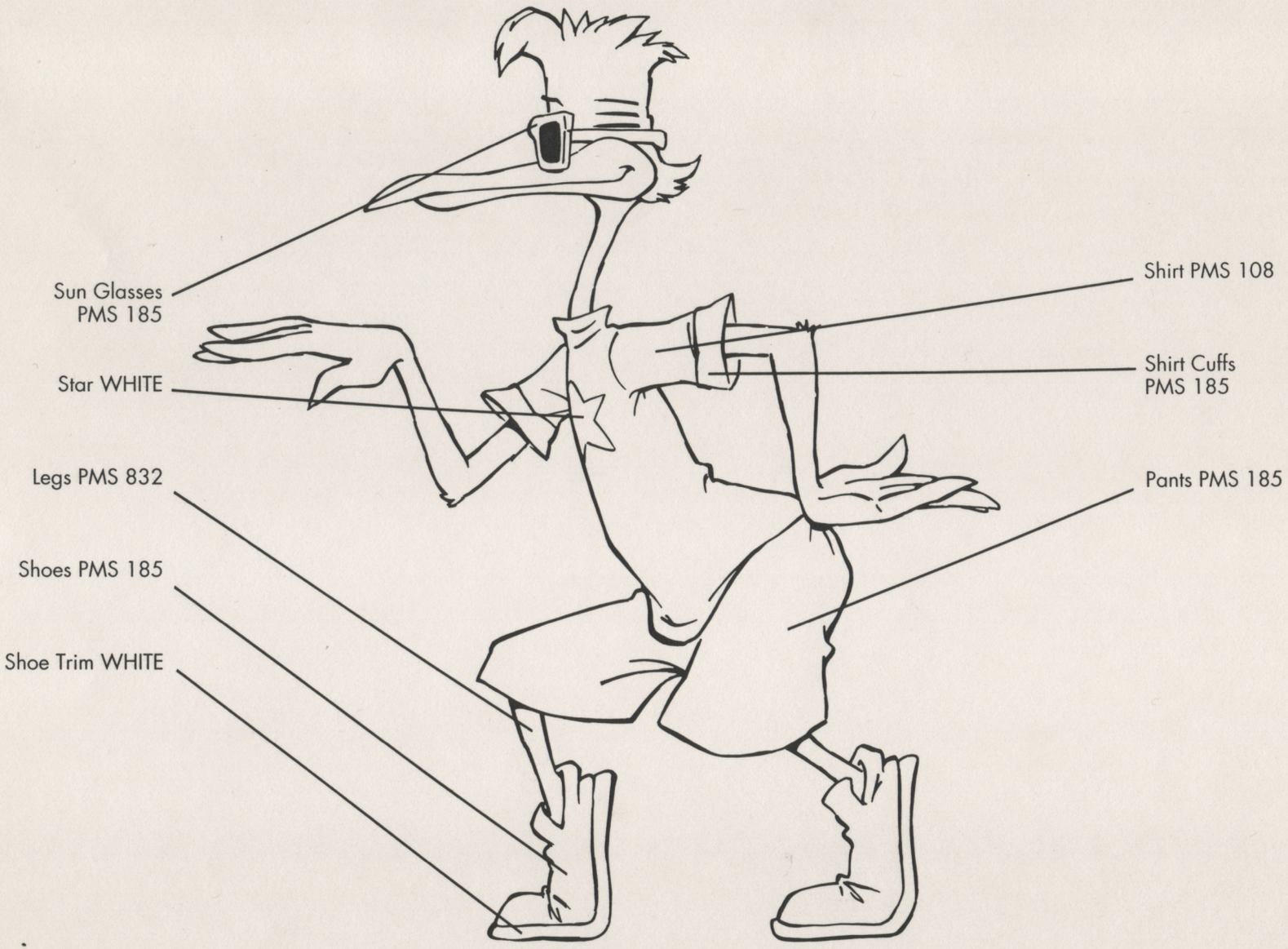


SCREAM'R

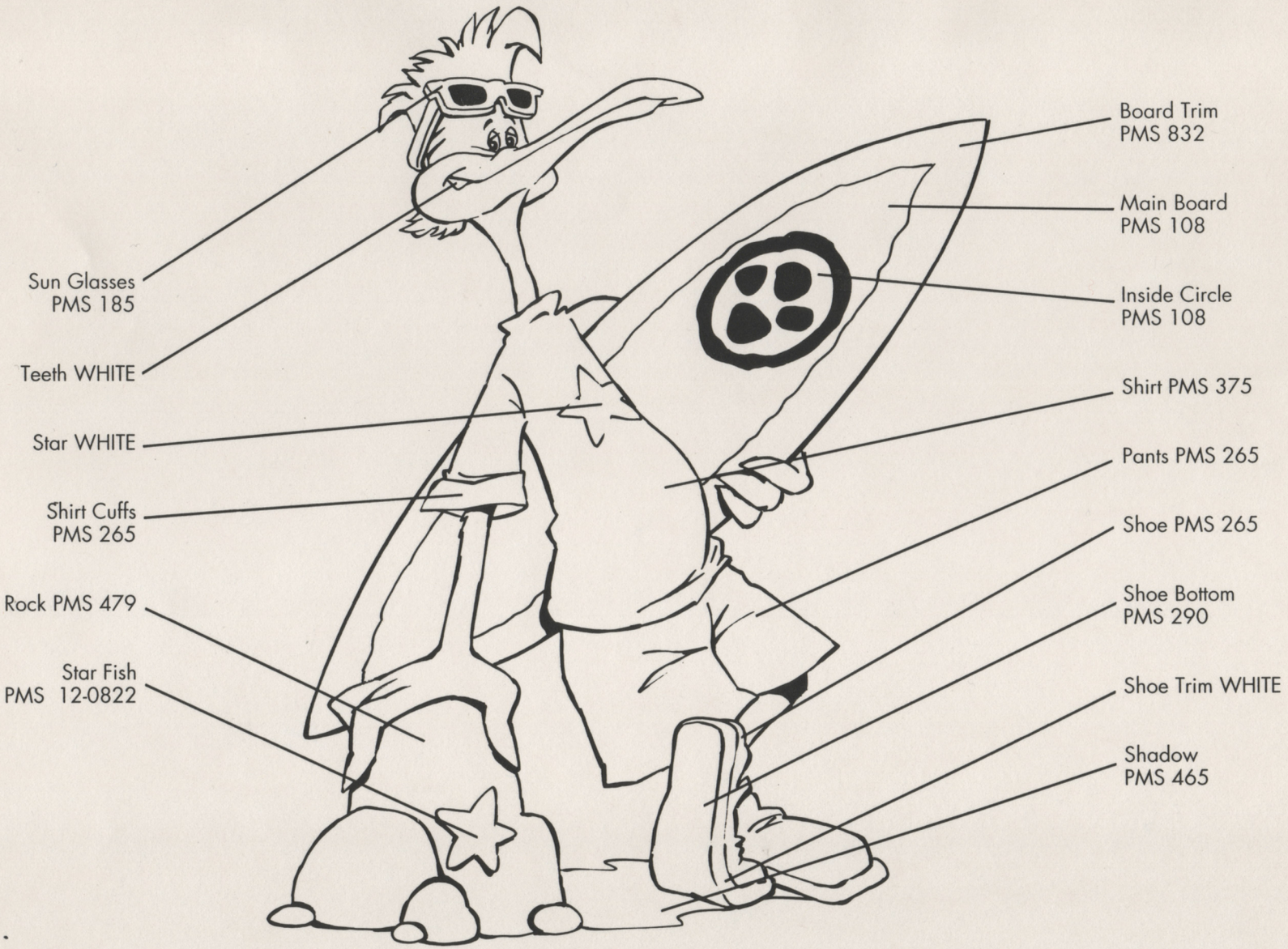
And now a whole new definition for ***burnin'*** *guitar... Scream'r. He plays the* ***tastiest*** *licks on the beach. A rude crude dude who somehow* ***dis'*** *everyone he meets. Doesn't know how or why. Didn't mean to. Won't do it again. But when he plays his music, it's so soulful, Byron is convinced he can find the prince inside this long-billed bird.*


Sun Glasses
PMS 375
Feathers WHITE
Cornea WHITE
Eyes Hi-Lite WHITE
Beak PMS 832
Shirt PMS 232
Star PMS 108
Shirt Cuffs PMS 375
Feathers WHITE
Pants PMS 375
Legs PMS 832
Shoes PMS 375
Shoe Trim WHITE

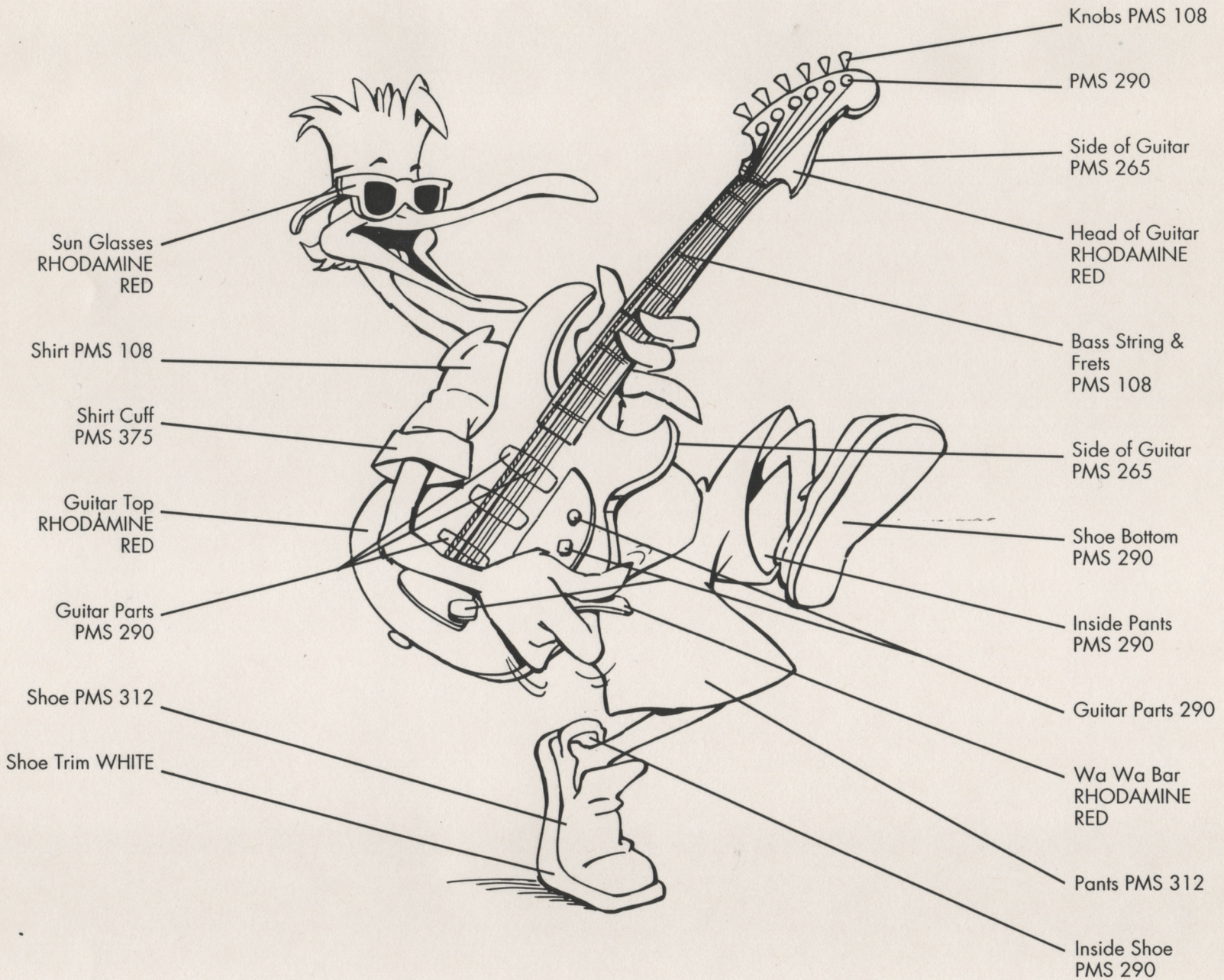
SCREAM'R


Sun Glasses
PMS 185
Star WHITE
Legs PMS 832
Shoes PMS 185
Shoe Trim WHITE
Shirt PMS 108
Shirt Cuffs
PMS 185
Pants PMS 185

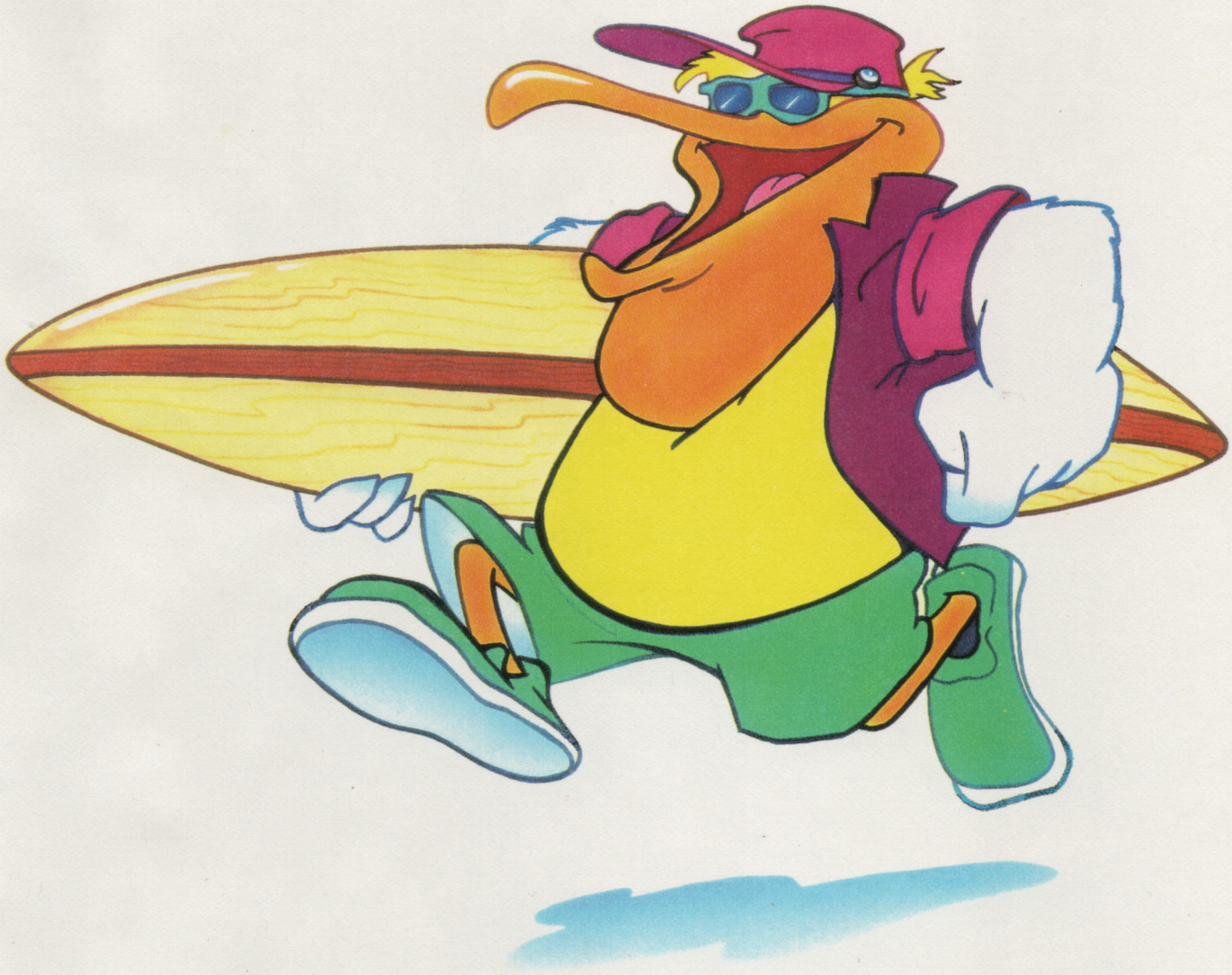
SCREAM'R


Sun Glasses
PMS 185
Teeth WHITE
Star WHITE
Shirt Cuffs
PMS 265
Rock PMS 479
Star Fish
PMS 12-0822
Board Trim
PMS 832
Main Board
PMS 108
Inside Circle
PMS 108
Shirt PMS 375
Pants PMS 265
Shoe PMS 265
Shoe Bottom
PMS 290
Shoe Trim WHITE
Shadow
PMS 465

SCREAM'R

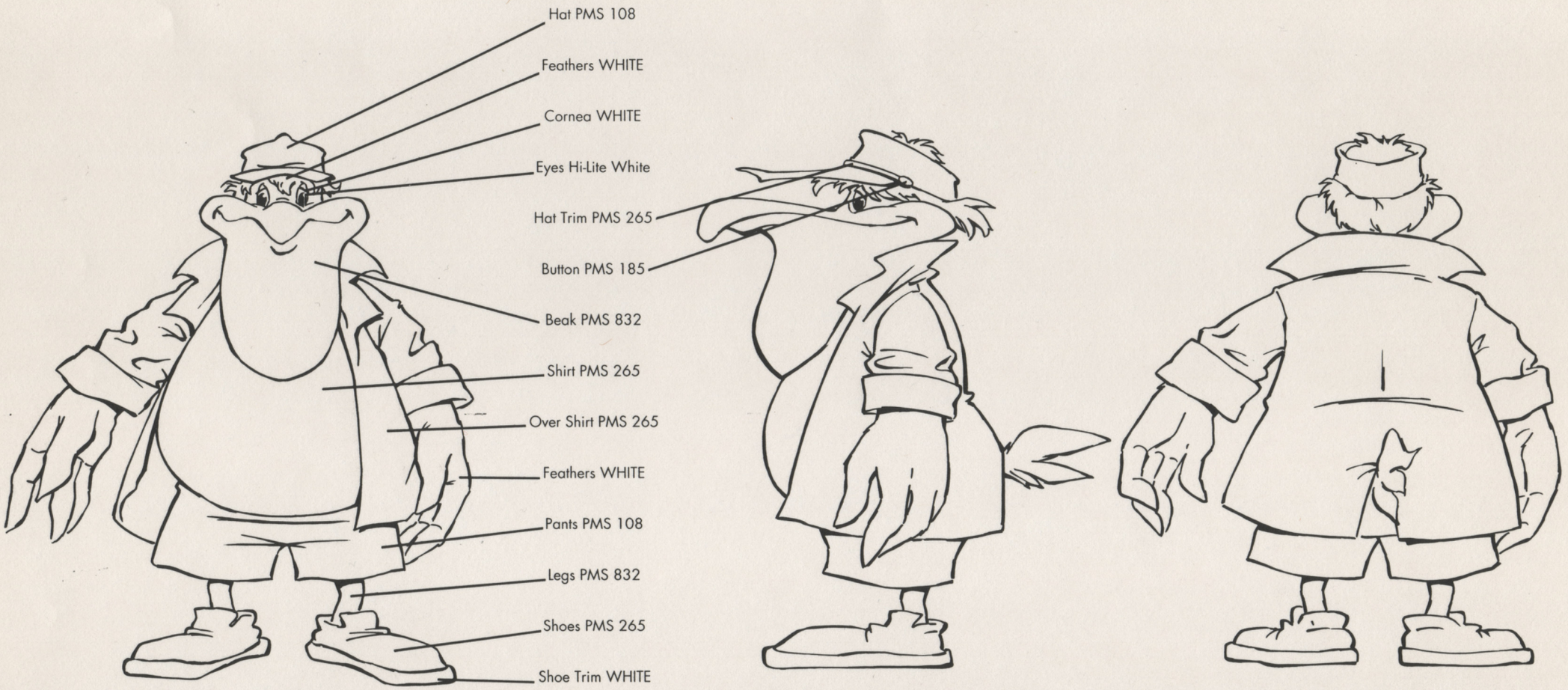

Knobs PMS 108
PMS 290
Side of Guitar
PMS 265
Head of Guitar
RHODAMINE
RED
Bass String &
Frets
PMS 108
Side of Guitar
PMS 265
Shoe Bottom
PMS 290
Inside Pants
PMS 290
Guitar Parts 290
Wa Wa Bar
RHODAMINE
RED
Pants PMS 312
Inside Shoe
PMS 290
Sun Glasses
RHODAMINE
RED
Shirt PMS 108
Shirt Cuff
PMS 375
Guitar Top
RHODAMINE
RED
Guitar Parts
PMS 290
Shoe PMS 312
Shoe Trim WHITE

SCREAM'R

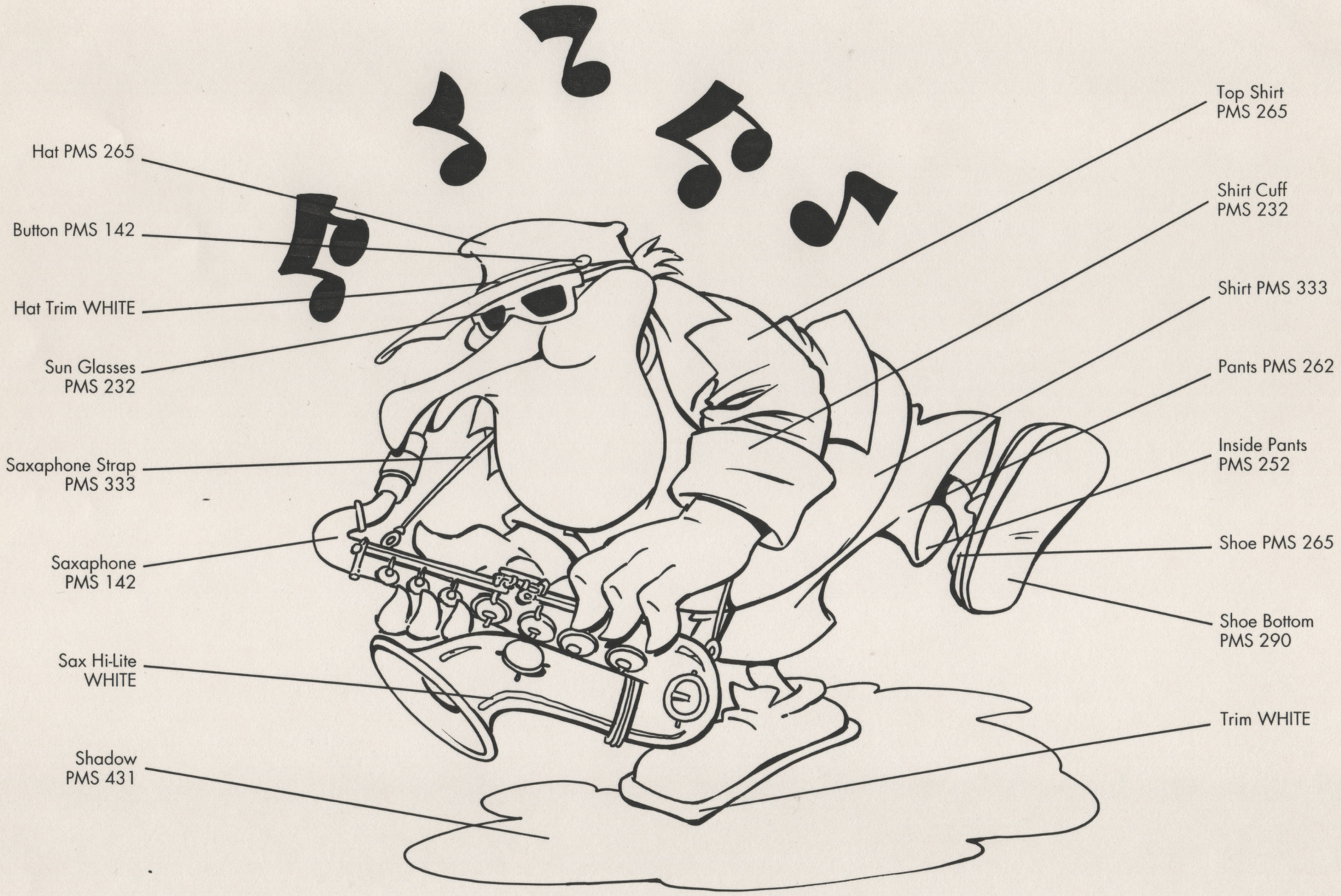


POUCH

Pouch is no spring chicken. In fact, he's the oldest bird on the beach, but he's cool in a big way. That's right. Pouch is the **Kahuna** *of Camp California®, very happening with the ladies. And with all his age comes a wisdom about life, love, nature, tides and perfect waves, which Byron and the gang sure find handy.*

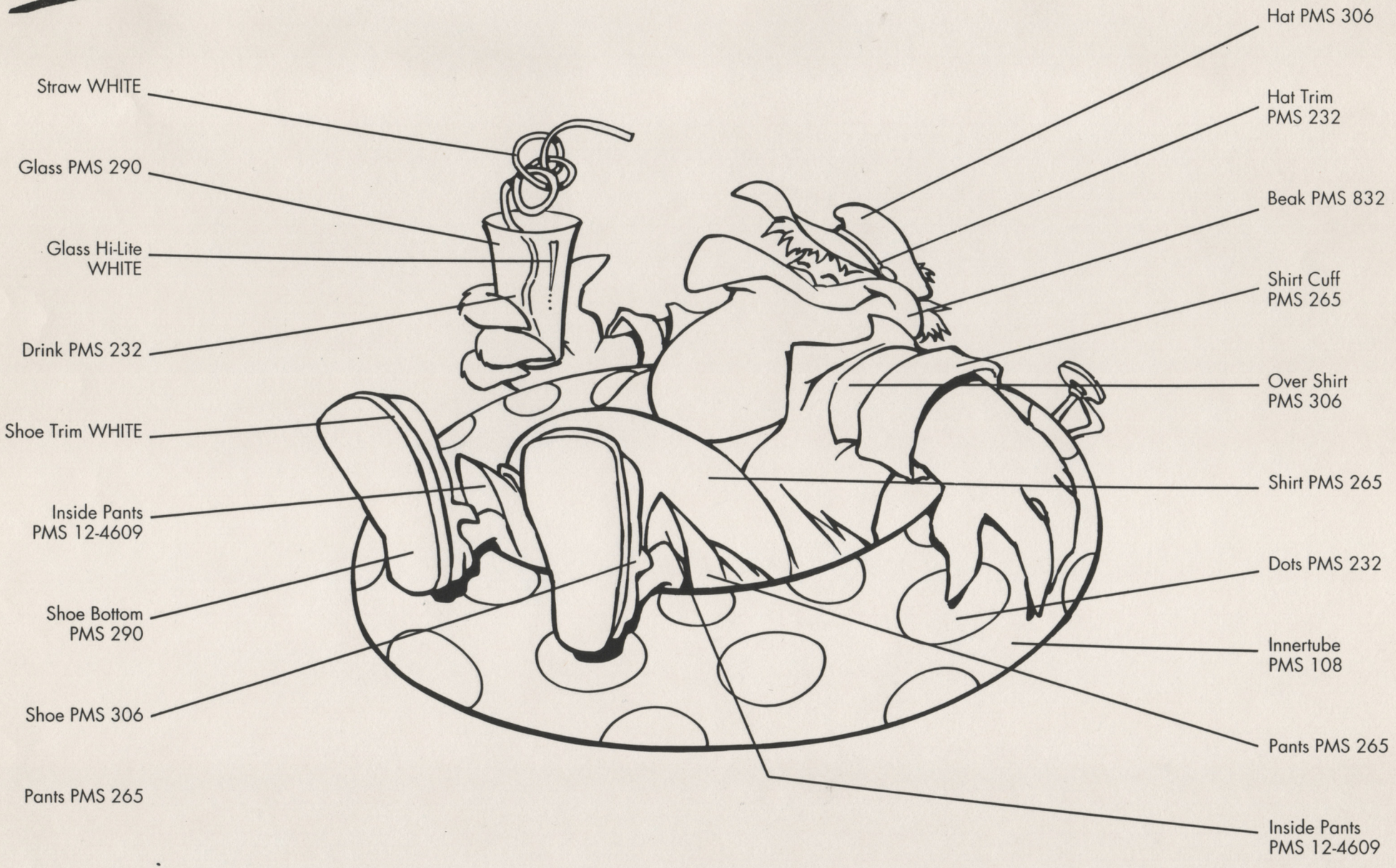

Hat PMS 108
Feathers WHITE
Cornea WHITE
Eyes Hi-Lite White
Hat Trim PMS 265
Button PMS 185
Beak PMS 832
Shirt PMS 265
Over Shirt PMS 265
Feathers WHITE
Pants PMS 108
Legs PMS 832
Shoes PMS 265
Shoe Trim WHITE

POUCH

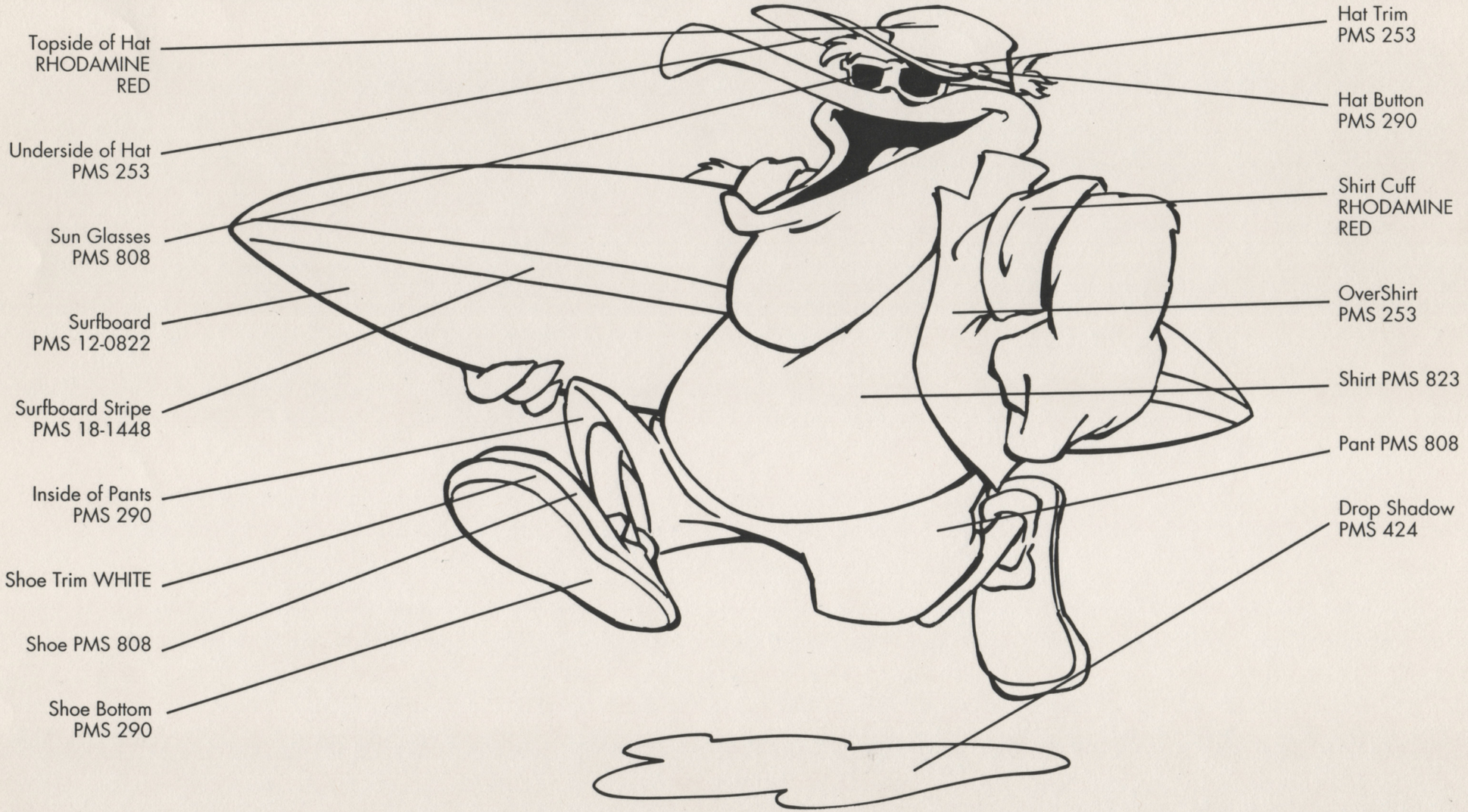

Hat PMS 265
Button PMS 142
Hat Trim WHITE
Sun Glasses
PMS 232
Saxaphone Strap
PMS 333
Saxaphone
PMS 142
Sax Hi-Lite
WHITE
Shadow
PMS 431
Top Shirt
PMS 265
Shirt Cuff
PMS 232
Shirt PMS 333
Pants PMS 262
Inside Pants
PMS 252
Shoe PMS 265
Shoe Bottom
PMS 290
Trim WHITE

POUCH

INK DRINK in GLASS



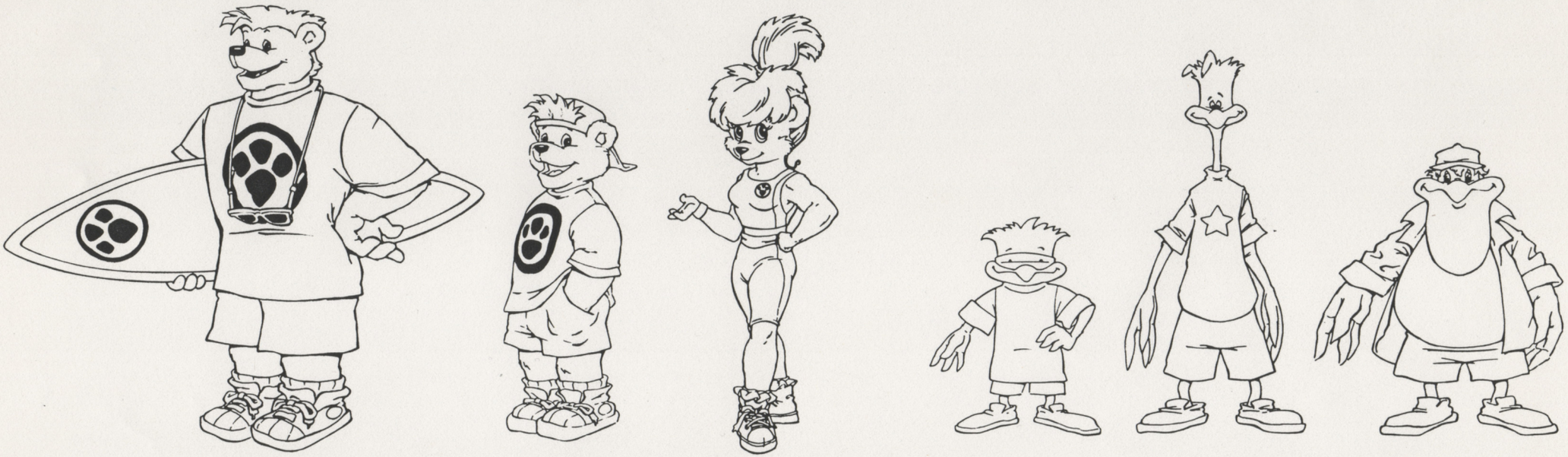
POUCH


Topside of Hat
RHODAMINE
RED
Underside of Hat
PMS 253
Sun Glasses
PMS 808
Surfboard
PMS 12-0822
Surfboard Stripe
PMS 18-1448
Inside of Pants
PMS 290
Shoe Trim WHITE
Shoe PMS 808
Shoe Bottom
PMS 290
Hat Trim
PMS 253
Hat Button
PMS 290
Shirt Cuff
RHODAMINE
RED
OverShirt
PMS 253
Shirt PMS 823
Pant PMS 808
Drop Shadow
PMS 424

POUCH

PROPORTIONAL
CHART & GROUPS

1-8X10
STAT PNT
@ 125%



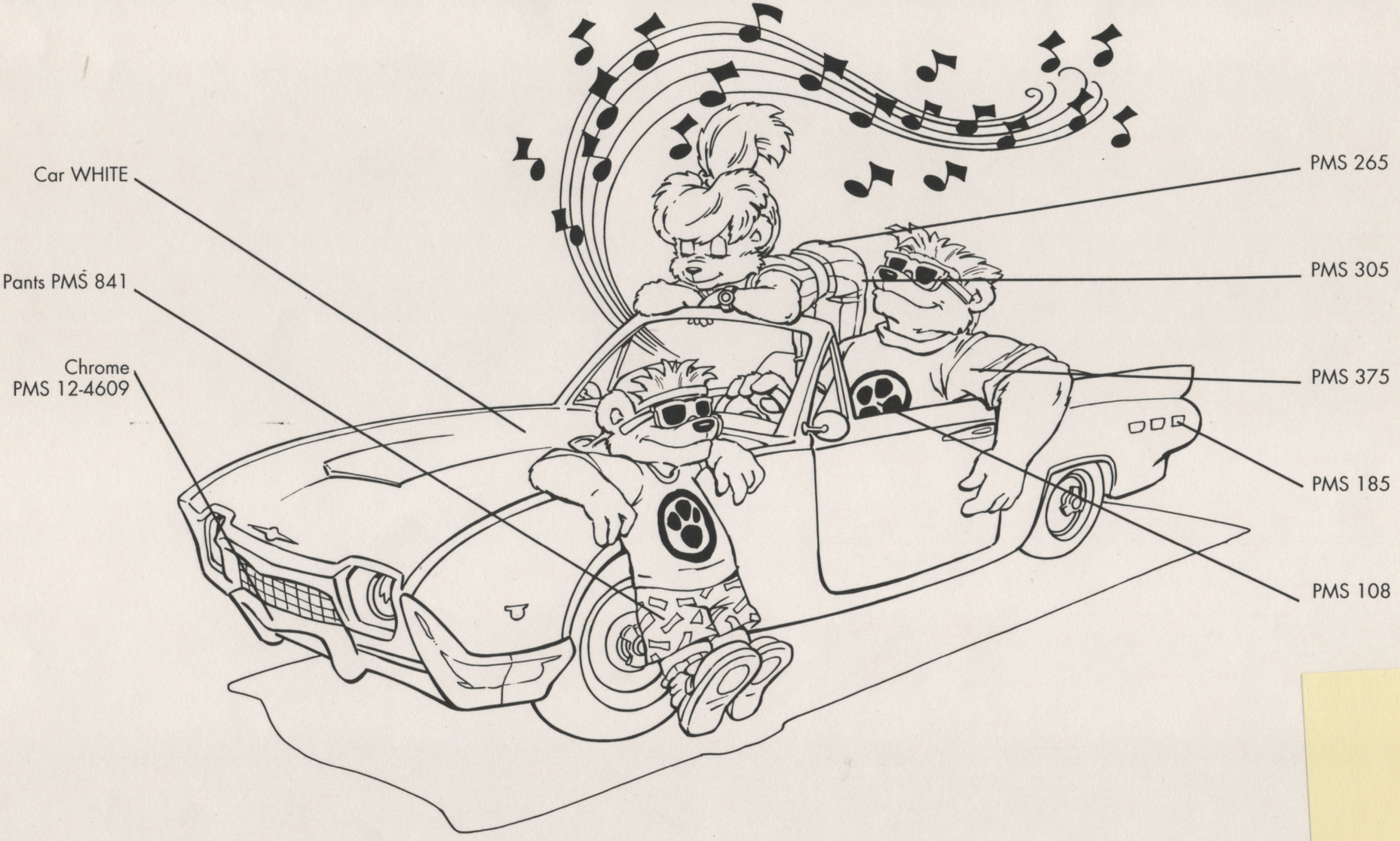
CHARACTER PROPORTIONAL CHART

THE BUDS

THE BUDS

CODE

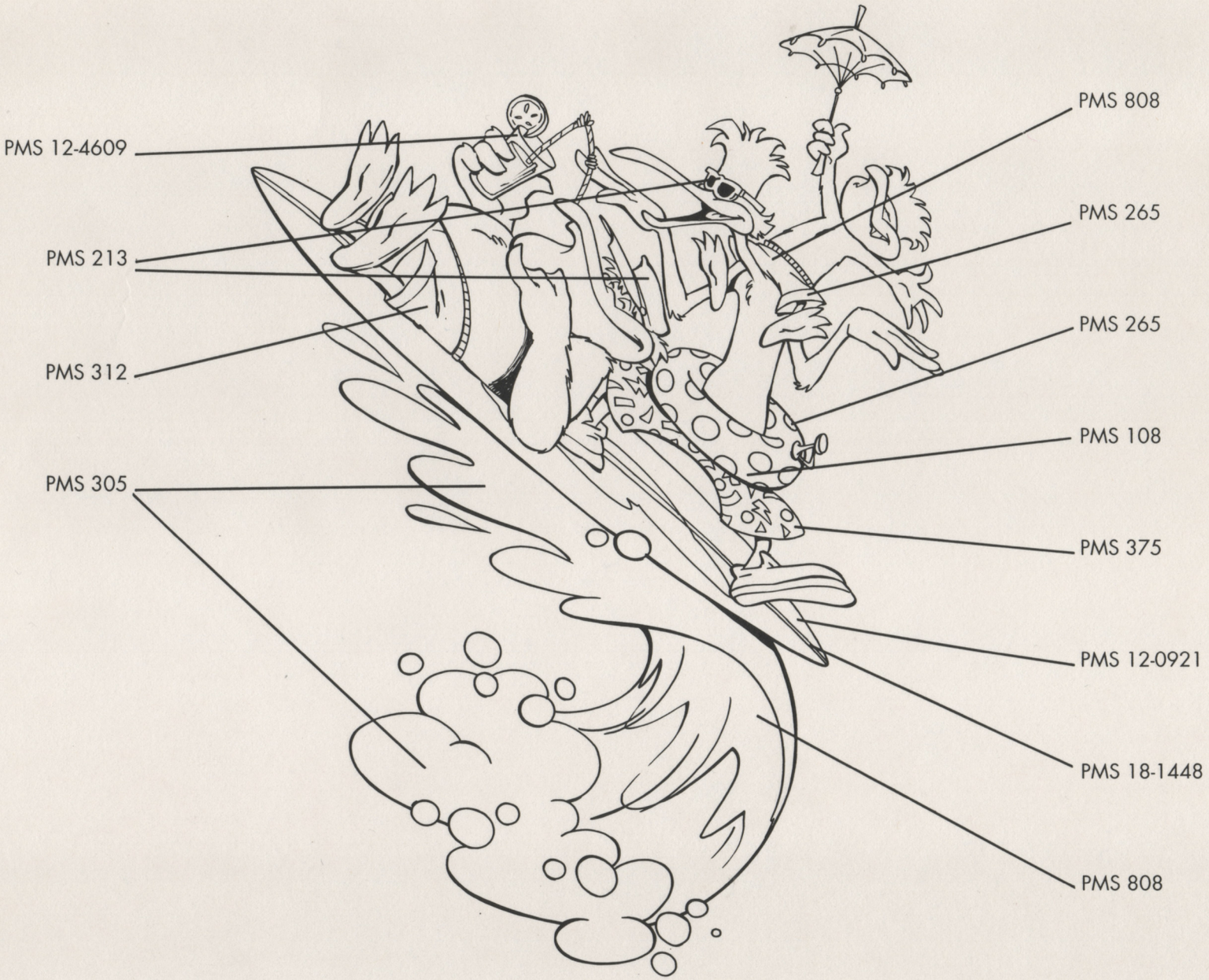
THE BEARS



THE BEARS

CODE

THE BIRDS

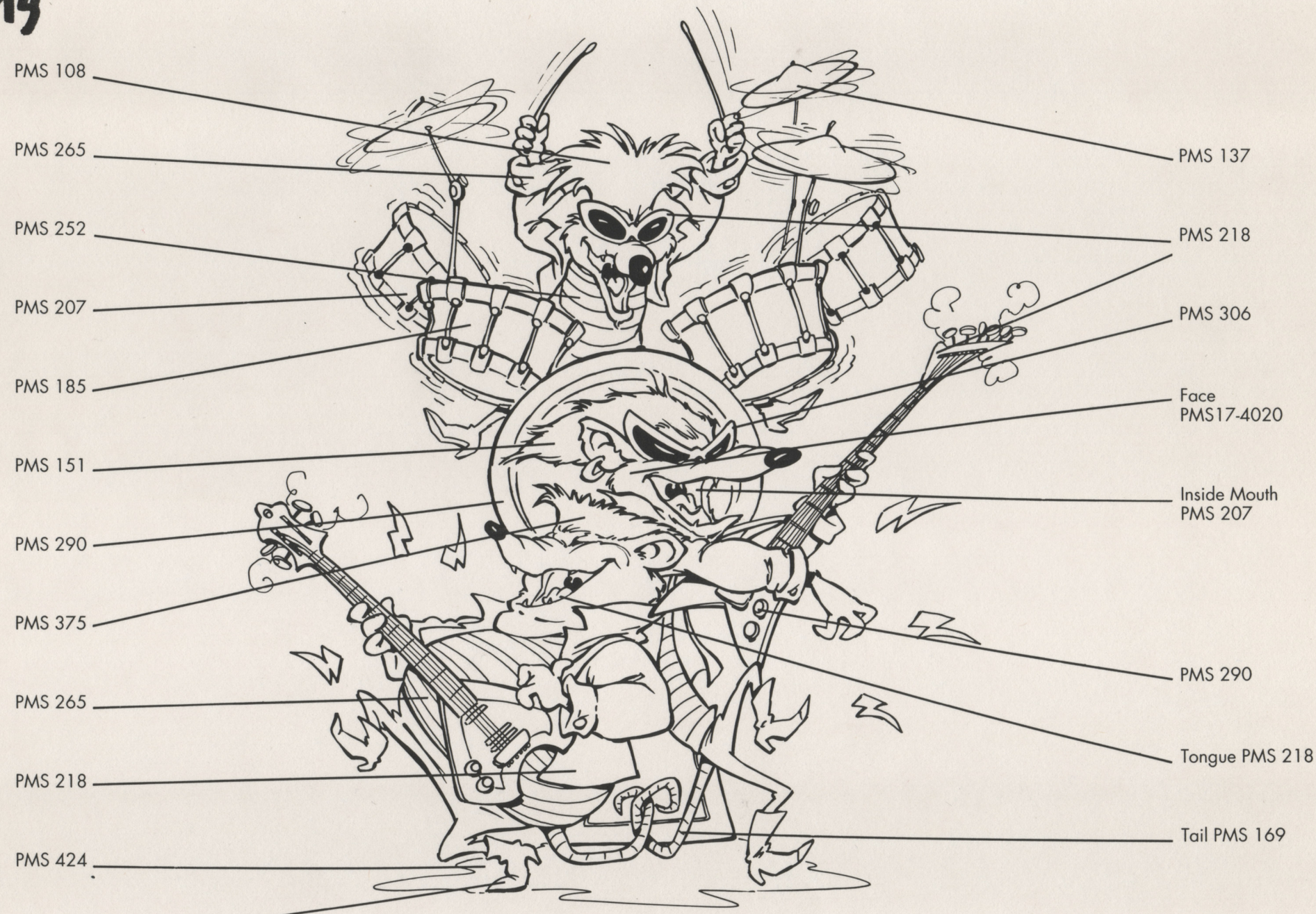

PMS 12-4609
PMS 213
PMS 312
PMS 305
PMS 808
PMS 265
PMS 265
PMS 108
PMS 375
PMS 12-0921
PMS 18-1448
PMS 808

THE BIRDS

THE RATZ

There's a place on every beach where the sun don't shine. That's where you'll find The Ratz. Heavy metal is their game, and The Ratz are so **bad** *it makes your toes curl. But watch out. These varmints owe a major debt to the Big Cheese, a slimy underworld hairball who is using The Ratz to help him drive Byron and the gang off the beach.*

308
missing



THE RATZ

HANG TAGS &
BACKGROUNDS

HANG TAGS

CAMP CALIFORNIA®

HANG TAG #1

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CAMP CALIFORNIA®

HANG TAG #2

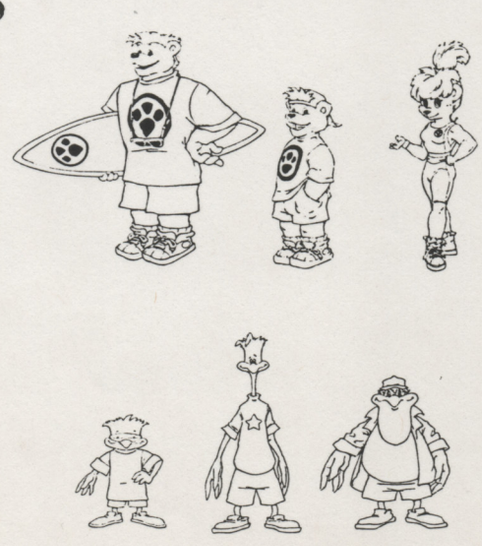
OUTSIDE

INTRODUCTION

Welcome to CAMP CALIFORNIA®!
Byron, Chairman of the Surf-Board, and his Buds,
Lil' Bro, Kelly, The Surfbirds, and all of the other crazy
dudes and dudettes, will share with you the
Good Vibrations synonymous with the
California lifestyle.

As the Official Mascots of The Beach Boys,
the Camp California characters bring instant
recognition and credibility by capitalizing on thirty
years of The Beach Boys' music history.
Retail sales reflect that the Southern California lifestyle
is one of the most powerful themes in worldwide
consumerism. What better way to capture this
great merchandising opportunity than
with an association with the group that started it all -
The Beach Boys.

Life affirming and socially sensitive,
CAMP CALIFORNIA is a magical combination of



INSIDE

HANG TAGS

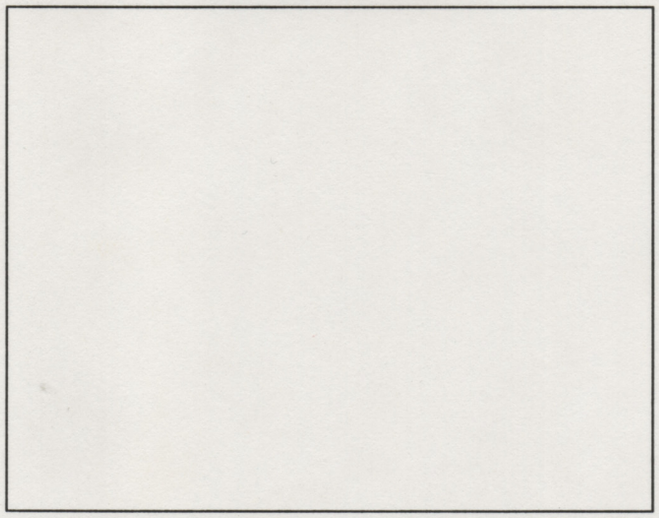
HANG TAG #3

HANG TAG #4

BACKGROUNDS

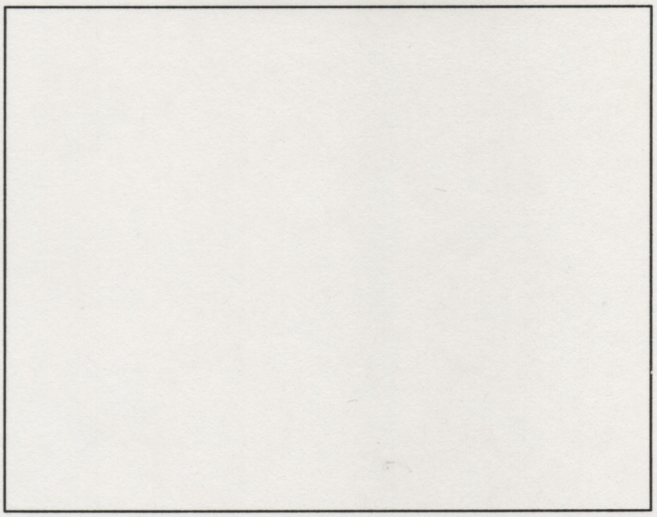
4 X 5 COLOR TRANSPARENCIES

ON THE BEACH



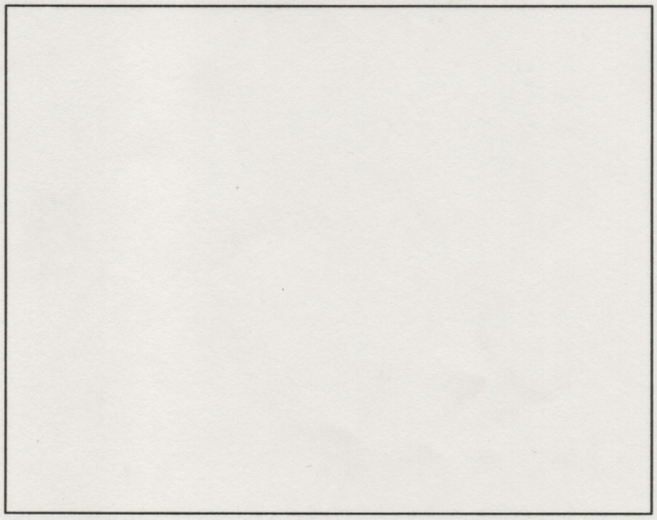
BACKGROUND 1 CAMP-911

TOTALLY AQUA



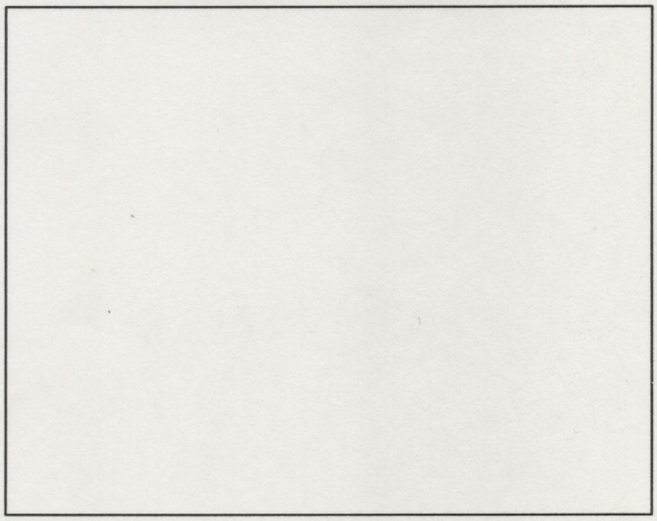
BACKGROUND 2 CAMP-912

BURNING SAND



BACKGROUND 3 CAMP-913

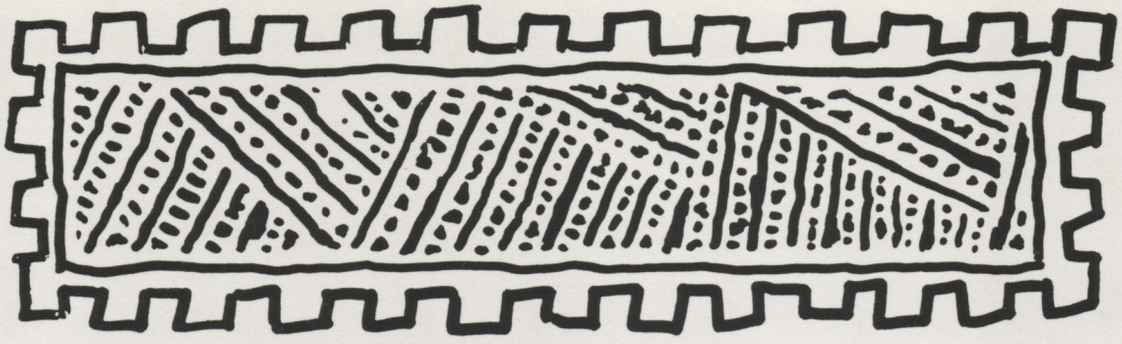
EXCELLENT SUNSET

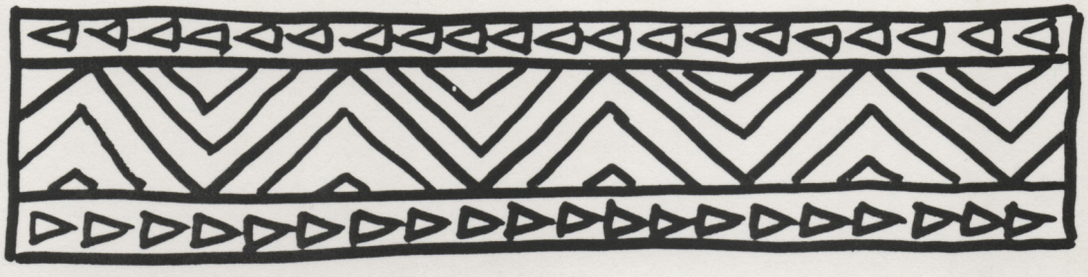


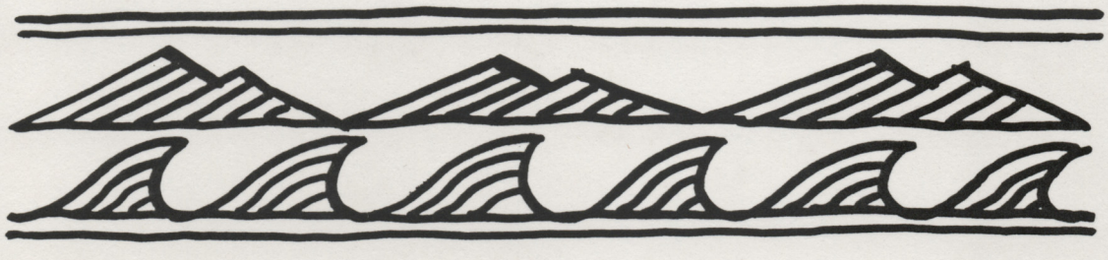
BACKGROUND 4 CAMP-914

PATTERNS

MIX & MATCH







OTHER STUFF

GLOSSARY

SURFSPEAK FOR THE MASSES

AMP'D	A great feeling.
AWESOME	Unbelievably great.
BAD	Good.
BAIL	To leave.
BARNEY	A geek.
BETTY	Good-looking female.
BIMBO	An airheaded female.
BOGUS	Fake.
BRAH	Cool chick.
BRO	Cool guy or brother.
BUD	A friend.
BUFF	In good shape.
BURNING	Rad.
CARVE	Slalom across a wave.
CHILL OUT	Calm down.
DING	Board damage.
DIS	To be disrespectful of.
DUDE	Usually a guy.
DUDETTE	Always a female.
EXCELLENT	Excellent.
GET REAL	Be serious.
GNARLY	A good thing.
GO / GOES	Say or says.
GRAPHICS	Art that beautifies a board.
GRIND	To eat.
GROMMET	Inexperienced surfer.
HOMEY	Very hip dude or dudette.
HOTDOG	Good surfer.
HEINOUS	Not good.
HUNK	Good-looking male.
JAM	To leave or to do well.
KAHUNA	Experienced surfer.
KILLER	Very good-looking.
LAME	Not smart.
LICKS	Guitar riffs.
POSER	Would-be surfer who only looks the part.
RAD	Great.
RIP	Move quickly.
SCAM	To check out or get for free.
SCARF DOWN	To eat fast.
SESSION	Time spent surfing.
SNARF	To acquire.
SPOT	Give.
STICK	A surfboard.
STOKED	Ready, excited.
TASTY	Great.
TUBES	A tube-like wave.
TOTALLY	Used to enhance a word.
WANNA BE	A person who tries to be something they're not.
WIG OUT	Get upset.
WIPE OUT	To get thrown off.

ORDER FORM

BLACK & WHITE ART

QUANTITY	ORDER NO.	DESCRIPTION
_____	CAMP-001	LOGO ART
_____	CAMP-002	LOGO ART
_____	CAMP-003	LOGO ART
_____	CAMP-101	BYRON - TURN-AROUND
_____	CAMP-102	BYRON - BEACH CHAIR
_____	CAMP-103	BYRON - SURFBOARD
_____	CAMP-104	BYRON - SURFING
_____	CAMP-105	BYRON - WOODIE
_____	CAMP-201	LIL' BRO - TURN-AROUND
_____	CAMP-202	LIL' BRO - ROLLERBLADES
_____	CAMP-203	LIL' BRO - BIKE
_____	CAMP-204	LIL' BRO - STANDING
_____	CAMP-205	LIL' BRO - SKATEBOARD
_____	CAMP-301	KELLY - TURN-AROUND
_____	CAMP-302	KELLY - TORN JEANS
_____	CAMP-303	KELLY - JET SKI
_____	CAMP-304	KELLY - CHEERLEADER
_____	CAMP-401	SHRED - TURN-AROUND
_____	CAMP-402	SHRED - SKATEBOARD
_____	CAMP-403	SHRED - SHOUTING
_____	CAMP-404	SHRED - BOOM BOX
_____	CAMP-501	SCREAM'R - TURN-AROUND
_____	CAMP-502	SCREAM'R - EGYPTIAN WALK
_____	CAMP-503	SCREAM'R - SURFBOARD
_____	CAMP-504	SCREAM'R - GUITAR
_____	CAMP-601	POUCH - TURN-AROUND
_____	CAMP-602	POUCH - SAX
_____	CAMP-603	POUCH - INNERTUBE
_____	CAMP-604	POUCH - SURFBOARD
_____	CAMP-700	CHARACTER PROPORTIAL CHART
_____	CAMP-701	THE BUDS
_____	CAMP-702	THE BEARS
_____	CAMP-703	THE BIRDS
_____	CAMP-704	THE RATZ
_____	CAMP-801	HANG TAGS
_____	CAMP-802	HANG TAGS
_____	CAMP-901	PATTERNS

ORDER FORM

4 X 5 COLOR TRANSPARENCIES

QUANTITY	ORDER NO.	DESCRIPTION
_____	CAMP-111	BYRON - WOODIE
_____	CAMP-211	LIL' BRO - SKATEBOARD
_____	CAMP-311	KELLY - CHEERLEADER
_____	CAMP-411	SHRED - BOOM BOX
_____	CAMP-511	SCREAM'R - GUITAR
_____	CAMP-611	POUCH - SURFBOARD
_____	CAMP-711	THE BUDS
_____	CAMP-712	THE BEARS
_____	CAMP-713	THE BIRDS
_____	CAMP-714	THE RATZ
_____	CAMP-911	BACKGROUND 1
_____	CAMP-912	BACKGROUND 2
_____	CAMP-913	BACKGROUND 3
_____	CAMP-914	BACKGROUND 4

THE BEACH BOYS
GREATEST HITS

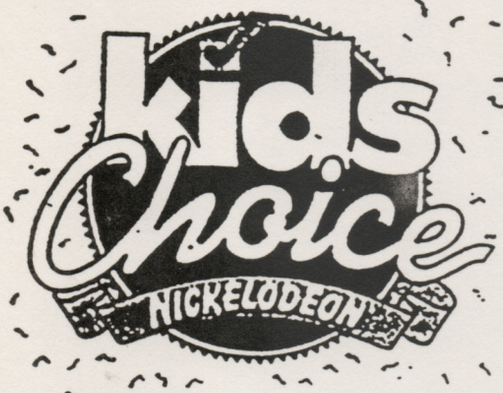
1. Surfin'
2. Surfin' Safari
3. 409
4. Surfin' USA
5. Shut Down
6. Surfer Girl
7. Little Deuce Coupe
8. Be True To Your School
9. In My Room
10. Fun, Fun, Fun
11. I Get Around
12. Don't Worry Baby
13. When I Grow Up (To Be A Man)
14. Wendy
15. Little Honda
16. Dance, Dance, Dance
17. Do You Wanna Dance?
18. Please Let Me Wonder
19. Girl Don't Tell Me.
20. Help Me, Rhonda
21. California Girl
22. The Little Girl I Once Knew
23. Barbara Ann
24. Sloop John B
25. Wouldn't It Be Nice
26. God Only Knows
27. Good Vibrations
28. Heroes & Villains
29. Wild Honey
30. Darlin'
31. Do It Again
32. I Can Hear Music
33. Sail On Sailor
34. Rock N' Roll Music
35. It's OK
36. Peggy Sue
37. Here Comes The Night
38. Good Timin'
39. Come Go With Me
40. Getcha Back
41. Rock N' Roll To The Rescue
42. California Dreamin'
43. Kokomo
44. California Sage (On My Way To Sunny California)
45. Bluebirds Over The Mountain
46. Catch A Wave
47. Still Cruisin'
48. All Summer Long
49. Little Saint Nick
50. Papa Oom Mow Mow

LICENSEES ON BOARD:

- NEC Turbo Grafx 16 (video games)
  The sixteen bit version of the game "Yo Bro" was released in August 1991. NEC is very happy with the success of the game having sold over 30,000 units to date. They will be releasing a CD version of Camp California, featuring all of the characters Spring/Summer of '92.
- Sun Sportswear (apparel)
  As one of the largest domestic T-shirt manufactures, Sun will be distributing Camp California jr. boy separates and coordinates to Wal-Mart Spring/Summer '92.
- Revere Mills (Towels)
  Towels and some bathroom accessories.
- Mighty Star (plush)
  They have recently completed prototypes of our characters for showing at Toy Fair '92.
- Blue Gem (Sunglasses)
- Integra (Promotions)
  Carl's Jr. has signed on for a Summer '92 six week promotion featuring all of the Camp California characters. The items include bottle squirters, frisbees and other small toy items. Carl's currently has 650 outlets and we are speaking with Hardy's and Racks to round out a national program.
- Tsumura Pyxis (Japan agent and retailer)
  As the exclusive agent for Japan, Tsumura Pyxis is gearing up to support Camp California with specialty boutiques scheduled for '92. They have a potential 650 retail outlets throughout the country.

OTHER EXPOSURE

- StarServe
  One of President Busch's Thousand Points of Light program. It stands for Students Taking Action and Responsibility through Service. Impressions of our characters reach every school in the country. The program is currently in its second year.
- U.S. Cancer (1989) - 200,000 brochures were distributed in the USA.
- Borden (1991) - "Snakin' USA" national promotional campaign donating money to the Better Homes Foundation for homeless families, a non-profit organization established by Meredith Corp.
- Brokum - T-shirts sold at the Beach Boys concert.
- The Beach Boys concert tours.



1989

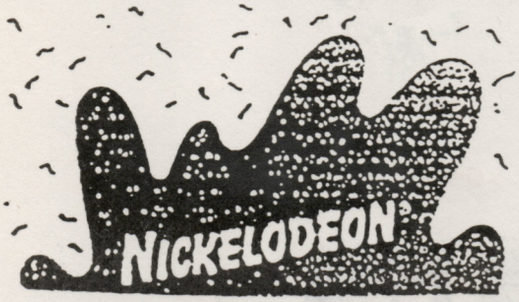
CONGRATULATIONS FROM NICKELODEON® ON BEHALF OF KIDS EVERYWHERE

KIDS ALL ACROSS AMERICA CAST THEIR BALLOTS FOR

BEACH BOYS "KOKOMO"

IN HONOR OF THE CONTRIBUTIONS YOU'VE MADE TO THE WORLD OF

MUSIC



IN SIGHT MANAGEMENT

1209 16TH AVE. SOUTH
NASHVILLE, TN 37212
(615) 329-8090
FAX (615) 321-3457

October 11, 1991

To: Bruce Faulk

Fr: Maria Cooper

Re: The Beach Boys

The following are the latest figures for European sales figures from Capitol for the Beach boys. Please call if you have any questions.

Germany: 67,900
Australia: 4,100
Switzerland: 31,000
Holland: 23,400
Belgium: 3,000
France: 85,000 +
Sweden: 38,500
Denmark: 54,000
Japan: 11,200
Finland: 20,000
Norway: 4,500
Italy: To be released
Spain: 29,400
Portugal: 23,100
Greece: 4,000
Hong Kong: 1,000

400,100 +

VIA SATELLITE

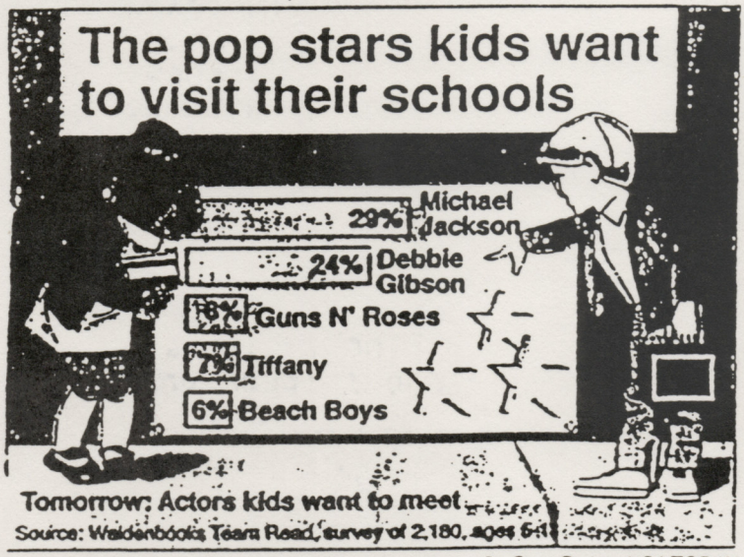
USA TODAY

Life

TUESDAY, JUNE 27, 1989

USA SNAPSHOTS

A look at statistics that shape our lives



By Suzy Parker, USA TODAY

CAMP CALIFORNIA

Mascots of the Beach Boys

Edward Garner

213/395-5994 FAX 213/458-1669

701 Santa Monica Blvd., Suite 200

Santa Monica, California 90401